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CHICAGO

THE GREAT CENTRAL MARKET

A MAGAZINE OF BUSINESS

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AT URBANA-CHAMPAIGN

APRIL, 1906

The Chicago Commercial Association aims to promote the greater development of Chicago's commerce at home—abroad; a supreme respect for law and order, leading to a higher standard of municipal character through the organization of all concerned into an agressive force

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PUBLISHED BY

THE CHICAGO COMMERCIAL ASSOCIATION

77 JACKSON BOULEVARD, CHICAGO, ILLINOIS

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Walter H. Wilson ..... Walter H. Wilson & Co.
Frederick W. Upham ..... Peabody Coal Co.

Classified List of Important Chicago Wholesale Merchants, Manufacturers, Bankers, etc.

On this and the following pages will be found a directory of the names of important wholesale and jobbing concerns in Chicago, arranged in convenient form for easy reference.

You will find this list of unusual value, whenever you want information on any line or subject on which you have not already established connections in Chicago.

Accountants
Baker-Vawter Co.
Barrow, Wade, Guthrie & Co.
Security Audit Co. of Illinois

Adding Machines
The Arithmograph Co.
Felt & Tarrant Mfg. Co.

Addressing and Addressing Machines
Rapid Addressing Machine Co.
M. M. Rothschild
Trade Circular Addressing Co.
H. M. Van Hoesen, & Co.

Advertising Agencies
Continental Adv. Co.
Chas. H. Fuller, Advertising Agency
The Gunning System
Long-Critchfield Corporation
Lord & Thomas
Mahin Advertising Co.
Painter-Tobey-Jones Co.

Advertising Novelties
The American Color Reproduction Co.
Photo Jewelry Mfg. Co.

Amusements
The Coliseum Co.
Midland Machine Co.
Sans Souci Park
White City

Architects
D. H. Burnham & Co.
Holabird & Roche

Art Flowers
Botanical Decorating Co.
Carl Netschert

Art Needlework Materials
T. Buettner & Co.

Attorneys
Jesse A. Baldwin
Josiah Cratty
Defrees, Brace & Ritter
J. W. Duncan
Albert N. Eastman
Ferguson & Goodnow
Gregory, Poppenhusen & McNab
Gurley, Stone & Wood.
Chas. B. Haffenberg
John R Harrington.
Helmer, Moulton & Whitman
Franklin B. Hussey
William J. Hynes.
John E. Kehoe
F. O. Lowden
Mann & Miller
S. F. Minzesheimer.
Musgrave, Vroman & Co.
Samuel S. Page
Pattison & Shaw
Richberg & Richberg
Scott, Bancroft, Lord & Stephens
Henry S. Shedd

Attorneys—Continued.
Mason B. Starring
Frederick P. Vose

Automobile Mfrs.
Knight & Kilbourne.

Bakers' and Confectioners' Supplies
Habicht, Braun & Co.

Bank Note Engravers and Lithographers
Northern Bank Note Co.

Banks
American Trust & Savings Bank
Bank of Montreal.
Bankers' National Bank
Central Trust Co. of Ill.
Chicago Savings Bank
Colonial Trust & Savings Bank
Commercial National Bank
Continental National Bank
Corn Exchange National Bank
Drovers' Deposit National Bank
Federal National Bank, The
First National Bank
First Trust & Savings Bank
Foreman Bros. Banking Co.
Fort Dearborn National Bank
Graham & Sons
Greenebaum & Sons
Hamilton National Bank, The
Hibernian Banking Association. The
Illinois Trust & Savings Bank
Merchants Loan&Trust Co.The
Metropolitan Trust & Saving Bank
Monroe National Bank
Mutual Bank, The
National Bank of the Republic
National Live Stock Bank of Chicago
Northern Trust Company Bank, The
Prairie National Bank
Royal Trust Co.,
State Bank of Chicago
A. C. Tisdelle
Union Trust Co., The
Western Trust & Savings Bank

Bank and Office Fixtures and School Furniture
The A. H. Andrews Co.

Beds — Brass and Iron
Art Bedstead Co.
Kimball & Chappell
The Simmons Manufacturing Co.
Union Wire Mattress Co.

Beer Pumps
The Cleveland Faucet Co.

Bicycle and Automobile Accessories
Excelsior Supply Co.
International Automobile & Vehicle Tire Co.
The Beckley Ralston Co.

Billiard Tables
Brunswick-Balke-Collender Co.
The Merle & Heaney Mfg. Co.

Bill Posting
American Posting Service

Board of Trade
Armour Grain Co.
Bartlett, Frazier & Carrington
James Bradley
Boyd, Lunham & Co.
H. H. Carr & Co.
The Ellsworth & Cross Co.
Hately Bros.
C. Furness Hately
Logan & Bryan
W. R. Merritt & Co.
Northrup Commission Co.
Peavey Grain Co.
H. W. Rogers & Bros.
Rosenbaum Bros.
J. Rosenbaum Grain Co.
Rumsey & Co.
J. C. Shaffer & Co.
William S. Warren
T. E. Wells & Co.
A. J. White & Co.

Boilers, Radiators, etc.
American Radiator Co.
Heine Safety Boiler Co.
Kellogg Mackay Cameron Co.
John Mohr & Sons

Bonnet Frames
Stadecker & Emsheimer

Bookbinders' Supplies
Champlin & Smith
Gane Bros. & Co.
Slade, Hipp & Meloy

Booksellers and Stationers
A. C. McClurg & Co.

Boots and Shoes
Bradley Shoe Co.
Continent Shoe Co., The
H. F. C. Dovenmuehle & Son
Edwards-Stanwood Shoe Co.
Florsheim & Co.
Guthmann, Carpenter & Telling
Hansell-Stevens Shoe Co.
Harper & Kirschten Shoe Co.
J. P. Hartray Shoe Co.
H. G. Holloway & Bro.
Harry H. Lobdell Co.
C. W. Marks Shoe Co.

Boots and Shoes—Continued.
The Pingree Co.
A. A. Putnam & Son
E. P. Reed & Co.
Selz, Schwab & Co.
Sidwell De Windt Shoe Co.
Sinsheimer, Bach & Co.
J. P. Smith Shoe Co.
R. P. Smith & Sons Co.
Wm. Sumner Smith
Smith-Wallace Shoe Co.
J. E. Tilt Shoe Co.
Tilt-Kenney Shoe Co.
Tucker & Hagen
Watson Plummer Shoe Co.
M. D. Wells Co.

Braids, Dress and Cloak Trimmings
C. F. Baum & Co.
A. B. Fiedler & Sons

Brass Goods
Scovill Manufacturing Co.
A. C. Dallas, Sec. Chicago Brass Co.

Brick Manufacturers
American Terra Cotta & Ceramic Co.
Chicago Brick Co.
Illinois Brick Co.

Bridge and Iron Works
Chicago Bridge & Iron Works
Frank J. Llewellyn, of the American Bridge Co.
The Scherzer Rolling Lift Bridge Co.

Brokers — Custom House
George W. Sheldon & Co.

Brokers — Stocks and Bonds
Alfred L. Baker & Co.
Benjamin R. Cahn
W. H. Colvin & Co.
Devitt, Tremble & Co.
A. C. Frost & Co.
Granger Farwell & Co.
King & Hodenpyl Co.
Lee, Higginson & Co.
McDonald, McCoy & Co.
F. R. McMullin
Russell, Brewster & Co.
Trowbridge & Niver Co.

Bonds, etc.
American Reserve Bond Co.

Building Paper and Coal Tar
Barrett Manufacturing Co.
Western Roofing & Supply Co.
Ford Mfg. Co.

Butchers' Supplies
S. Oppenheimer & Co.

Buttons
Rubens, Charles & Co.

Can Manufacturers
American Can Co.

Car Curtains, Etc.
The Curtain Supply Co.

Carbon Paper, etc.
A. L. Lilienthal & Co.

Carpets and Rugs
O. W. Richardson & Co.
Jos. Wild & Co.

Carriages, Hearses, etc.
James Cunningham, Son & Co.
Stayer Carriage Co.

Carriers — Cash and Package
Air Line Carrier Co.

Celluloid
The Celluloid Co.

Cement
Chicago Portland Cement Co.
Marquette Cement Mfg. Co.
Meacham & Wright Co.

Chairs and Settees
Frank J. Barnes
John A. Dunn Co.
The Ford & Johnson Co.

Chemists — Manufacturing
Parke, Davis & Co.
Sharp & Dohme
DearbornDrug&ChemicalWks.

Chewing Gum
Wm. Wrigley Jr. & Co.
Zeno Manufacturing Co.

Children's Carriages
Kinley Manufacturing Co.

Children's Wear Manufacturers
Shoninger Bros. Manufacturing Co.
Shoninger, Heinsheimer Mfg. Co.

China and Glassware
Albert Piek & Co.

Cigars (Wholesale)
Lillienfeld Bros. & Co.
J. and B. Moos
A. Santaella & Co.

Cloaks
Beifeld, Hirsch & Kline
Chicago Novelty Cloak Co.
Henry Gattman & Co,
Edward B. Grossman & Co.
L. Heilprin & Co.
Percival B. Palmer & Co.
F. Siegel & Bros.
Whiteside, Farrell & Co.

Cloth Sample Binding
Chicago Sample Co.

Clothing
Cahn, Block Co.
Hirsch, Wickwire & Co.
Charles Kaufman & Bros.
Kling Bros. & Co.
Hart, Schaffner & Marx
Kohn Bros.
Kuh, Nathan & Fischer Co.
B. Kuppenheimer & Co.
Leopold, Solomon & Eisendrath
L. Loewenstein & Sons
John G. Miller & Co.
W. S. Peck & Co.
Rosenwald & Weil

Clothing—Boys'
Becker, Mayer & Co.
Ederheimer, Stein & Co.
David M. Pfaelzer & Co.
Daube, Cohn & Co.

Clothing—Boys'—Continued.
Hefter, Livingston & Co.
Spitz & Schoenberg Bros.
Strouss, Eisendrath & Co.
Weil, Pflaum & Co.

Clothing (Butchers' Frocks and Coats)
Overdier Mfg. Co.

Coal
Crerar, Clinch & Co.
Dering Coal Co.
Globe Coal Co.
F. G. Hartwell Co.
E. L. Hedstrom & Co.
Peabody Coal Co.
S. C. Schenck
Standard Washed Coal Co.
Weaver Coal & Coke Co.

Cold Storage
Chicago Cold Storage Warehouse Co.
Western Cold Storage Co.

Collectors
Mellvaine Adjustment Co.

Commercial Agencies
Bradstreet's
Credit Clearing House
R. G. Dun & Co.
Lumbermen's Credit Association

Commercial Paper
A. G. Becker & Co.
Geo. H. Burr & Co.
Hathaway & Co.
H. B. Luseh & Co.
Merrill, Cox & Co.

Condensed Milk
Borden's Condensed Milk Co.

Confectioners
Allegretti Chocolate Cream Co.
C. F. Gunther
Huyler's
Kehoe & Company
John M. Kranz
M. Shields & Co.

Consulting Engineer
John M. Ewen

Contractors
Chicago Engineering & Constructing Co.
James O. Heyworth

Cooperage
Pioneer Cooperage Co.

Corsets
Gage-Downs Co.
Kabo Corset Co.
I. Newman & Sons
R. & G. Corset Co.
Weingarten Bros. Inc.

Crockery and Glassware
Burley & Tyrrell
Falker & Stern Co.
Kawin & Co.
Pitkin & Brooks

Cutlery
American Cutlery Co.

Dairy Supplies
Beatrice Creamery Co.
Creamery Package Mfg. Co.
Sturges & Burn Manufacturing Co.

Dental Supplies
Frink & Young Co.

Drapery, Trimmings and Embroideries
E. L. Mansure Co.

Dress Furnishings
Charlton Silk Co.
H. W. Gossard Co.

Drugs
Fuller & Fuller Co.
Hunnston-Keeling Co.
Morrisson, Plummer & Co.
Peter Van Schaack & Sons

Dry Goods
Bohemian Importing Co.
Carson, Pirie, Scott & Co.
Eisinger, Dessauer & Co.
J. V. Farwell Co.
Marshall Field & Co.
Lederer Bros. & Co.
John C. Michael & Oakes
T. A. Shaw & Co.

Dry Goods and Jewelry Novelties
J. Floersheim & Co.
Kunstadter Bros.
Morris, Mann & Reilly

Electrical Engineers
H. M. Byllesby & Co.
Kohler Bros.

Electrical Supplies and Electrical Contractors
American Electric Fuse Co.
American Electrical Novelty & Mfg. Co.
American Electrical Supply Co.
American Electrical Works
M. B. Austin & Co.
The Bryant Electric Co.
Central Electric Co.
Chicago Edison Co.
Chicago Electric Protective Co.
Chicago Fuse Wire & Manufacturing Co.
Dearborn Electric Co.
Electric Appliance Co.
Ernest Freeman Co.
Thomas G. Grier Co.
Gregory Electric Co.
Guarantee Electric Co.
Harvard Electric Co.
Illinois Electric Co.
J. E. Lang Electric Co., The
Manhattan Electrical Supply Co.
Monareh Electric & Wire Co.
Moon Manufacturing Co., The
Porter & Berg
Roth Bros. & Co.
George S. Searing
B. E. Sunny
Western Electric Co.

Embroidery
Garden City Embroidery Works

Enamel Ware — Nickel, Agate Steel, Iron, Tin, Etc.
Lalance & Grosjean

Engineering Test Bureau
Robert W. Hunt & Co.

Engineers and Contractors
MacDonald Engineering Co.

Engines and Boilers
Ames Iron Works

Engravers and Electrotypers
American Colortype Co.
Barnes-Crosby Co.
Franklin Co., The
Osgood Co.
West Engraving & Colortype Co.
Western Bank Note and Engraving Co.
C. P. Zacher & Co.

Envelopes
J. H. Batterman & Co.
Bourke-Rice Envelope Co.
Chicago Envelope Co.

Envelopes—Continued.
R. B. Hoyler & Co.
Sewell-Clapp Manufacturing Co.

Exposition Buildings
The Furniture Exhibitions Co.
Manufacturers' Exhibition Bldg. Co.

Express Companies
Adams Express Co.
American Express Co.
Brinks Chicago City Express Co.
C. B. Cooper, Genl. Agt. N Pacific Co. and National Express Co.
United States Express Co.
Wells Fargo & Co.

Eye Remedy
Murine Eye Remedy Co.

Fancy Goods and Notions
Worms & Loeb

Farm Implements
International Harvester Co.

Farm Loans
Pearsons Taft Land Credit Co.

Feathers
Charles Emmerich & Co.

Fireproofing Material
Illinois Terra Cotta Lumber Co.
National Fireproofing Co.

Fish Dealers
A. Booth & Co.

Fixtures — Store and Window
Chas. Bodaeh & Sons
Curtis Leger Fixture Co.
Great Western Fixture Works

Flour
Pillsbury-Washburn Flour Mills Co.

Founders and Machinists
Francis & Nygren Foundry Co
Webster Manufacturing Co.
Western Foundry Co.
Whiting Foundry & Equipment Co.

Fruits
Earl Fruit Co.
Garibaldi & Cuneo
E. L. Hasler Co.
F. Newhall & Sons

Furnaces
Excelsior Steel Furnace Co.
Quaker Mfg. Co.
Robinson Furnace Co.
Chas. Smith Co.

Furniture
Heywood Bros. & Wakefield Co.
S. Karpen & Bros.
Ketcham & Rothschild
National Parlor Furniture Co.
The M. L. Nelson Co.
Peck & Hills Furniture Co.

Furniture — Fixtures, Store and Office
A. H. Revell & Co.

Furniture — Hardware
The Seng Co.

Garters
A. Stein & Co.

General Merchandise
Butler Brothers
Samuel Gans & Co.
Lyon Bros.

Glass, etc.
Pittsburg Plate Glass Co.
U. S. Bottlers' Supply Co.

Gloves
Diggles & Gordon
The Joseph N. Eisendrath Co.
C. D. Osborn & Co.

Grocers
Durand & Kasper Co.
W. M. Hoyt Co.
Franklin MacVeagh & Co.
McNeil & Higgins Co.
Reid, Murdock & Co.
Sprague, Warner & Co.
Steele, Wedeles Co.
Walsh, Boyle & Co.

Guaranty
American Guaranty Co.

Gunpowder
Ætna Powder Co.
American Powder Mills
E. I. DuPont Co.

Gutta-Percha and Rubber
Gutta-Percha & Rubber Manufacturing Co.

Hair Goods
William R Strehl & Co.

Hardware — Guns, Sporting Goods, Bicycles, etc.
Bullard & Gormley Co.
The Cassady, Fairbank Manufacturing Co.
T. H. Cranston & Co.
Hibbard, Spencer, Bartlett & Co.
Orr & Lockett Hardware Co.
Trout Hardware Co.
Wells & Nellegar Co.

Hardware — Heavy
Kelley, Maus & Co.
E. D. Kimball & Co.

Harness
L. Kiper & Sons
A. Ortmayer & Son

Hats, Caps, Gloves and Furs
Bush Hat Co.
M. Gimbel & Sons
Keith Bros & Co.
Longley, Low & Alexander
Parrotte, Beals & Co.
Sweet-Dempster Co.
Geo. H. Taylor Co.

Hides, Tallow, Etc.
Ashland Leather Co.
Bolles & Rodgers.
H. Elkan & Co.
John Miller & Co.

Hotels
Auditorium
Briggs Hotel Co.
Grand Pacific Hotel Co.
Great Northern Hotel Co.
Hannah & Hogg European Hotel Co.
Hotel Bismarck Co.
Hotel Grace
Kaiserhof Hotel & Restaurant
Lexington Hotel Co.
McCoy's Hotel
Majestic Hotel
Morrison Hotel
New Southern Hotel Co.
Oxford Hotel
Palmer House
Saratoga Hotel and Restaurant Co.
Sherman House Hotel Co.
Stratford Hotel Co.
Union Hotel & Restaurant Co
Victoria Hotel Co.

Hotels—Continued.
Virginia Hotel
Wellington Hotel
Windsor-Clifton Hotel Co.

Inks
L. H. Thomas Co.
Sigmund Ullman Co.

Infants' Shirt Manufacturers
Rubens & Marble

Insurance (Fire)
N. J. Bennett
R. D. Bokum
Burrows, Marsh & McLennan
Cofran & Dugan
Conkling, Price & Webb
Critchell, Miller, Whitney & Barbour
Fleetwood & Pellet
R. W. Hosmer & Co.
Fred S. James & Co.
Klee, Rogers & Corry
Loeb, Adolph & Son
Montgomery & Funkhouser
Moore, Case, Lyman & Herrick
Sun Insurance Co.
Robert G. Tennant
Traders' Insurance Co. of Chicago
Waller, Chandler & Grey

Insurance (Life)
Chicago Life Insurance Co.
Federal Life Insurance Co.
Illinois Commercial Men's Assn.
Illinois Life Ins. Co.
National Life Insurance Co.
Northwestern Mutual Life Insurance Co.

Iron and Steel
Allis-Chalmers Co.
A. M. Castle & Co.
R. M. Cherrie & Co. (Inc.)
Illinois Steel Co.
Iroquois Iron Co.
Jones & Laughlin Steel Co.
Republic Iron & Steel Co.
Joseph T. Ryerson & Son
Scully Steel & Iron Co.
The Winslow Bros. Co.

Iron and Wire Works
F. P. Smith Wire & Iron Works

Jewelers
Benjamin Allen & Co.
Albert C. Becken
Despres, Bridges & Noel
Felsenthal Bros. & Co.
M. S. Fleishman Co.
H. F. Hahn & Co.
Hamilton & Hamilton, Jr.
L. Heller & Co.
Juergens & Anderson Co.
C. H. Knights & Co.
Lapp & Flershem
Lebolt & Co.
F. H. Noble & Co.
B. F. Norris, Alister & Co.
G. A. Soden & Co.
Sproehnle & Co.
Stein & Ellbogen Co.
Stone Bros.
Otto Young & Co.
A. E. Ziehme & Co.

Jewelers' Supplies
Swartchild & Co.

Jewelry Cases & Paper Boxes
A. D. Shoup

Kid Gloves — Ladies'
Francis T. Simmons & Co.

Labels and Show Cards
R. J. Kittredge & Co.

Lanterns
Warren McArthur

Lasts, Dies, and Patterns
Chicago Last & Die Co.
George H. Van Pelt

Lead Pipe
Raymond Lead Co.

Leather
American Hide & Leather Co
American Oak Leather Co.
B. D. Eisendrath Tanning Co.
Eisendrath, Schwab & Co.
Grey, Clark & Engle
W. R. Hunt & Co.
Henry Kleine & Co.
Kullman, Salz & Co
William W. Reid
A. B. Sawyer
United States Leather Co.
Wilder & Company

Leather Belting
Chicago Belting Co.
Jewel Belting Co.
Maloney-Bennett Belting Co.

Leather Goods
Lanz, Hempe & Co.
Lanz, Owen & Co.

Linoleums and Oil Cloths
Carr & Bailey Manufacturing Co.

Lithographers
Heitmann Lithograph Co.
Sherwood Lithograph Co.

Live Stock Cars
Street's Western Stable Car Lines

Live Stock Commission
Clay, Robinson & Co.
Evans, Snyder, Buel Co.
Mallory Commission Co.
Rosenbaum Bros. & Co.
M. H. Tichenor & Co.
George B. Van Norman & Co
Wood Bros.

Lumber
Francis Beidler & Co.
Cotton Belt Lumber Co.
Frank Creelman
Frank M. Creelman
P. G. Dodge Lumber Co.
John A. Ganger & Co.
Hayden & Lombard
Herman H. Hettler Lumber Co
Edward Hines Lumber Co.
Geo. H. Holt
William T. Joyce
The Lord & Bushnell Co.
The Marsh & Bingham Co.
Chas. H Mears & Co.
Paepcke-Leicht Lumber Co.
C. A. Paltzer Lumber Co.
Rathborne-Hair & Ridgway Co.
Schultz Bros. & Benedict
John Spry Lumber Co.
C. H. Worcester & Co.

Luxfer Prisms
American Luxfer Prism Co.

Machinery
Austin Mfg. Co.
Chas. Besley & Co.
Gallaher & Speck
The Goodman Manufacturing Co.
Link Belt Machinery Co.
Marshall & Huschart Machinery Co.
Sinclair Laundry Machinery Co.
Troy Laundry Machinery Co.

Machinists' Supplies
Samuel Harris & Co.

Mantels and Tiles
William H. Hoops

Mattress Manufacturers
Charles A. Fisher & Co.
Schultz & Hirsch Co.
Stearns & Foster Co.

Medical & Surgical Supplies Manufacturers
Bauer & Black

Men's Furnishing Goods
Blum Bros.
Carter & Holmes
Cutter & Crossette
Hart Bros.
Kahn Bros. & Co.
Simon Bros.
Thomas & Hayden
Wilson Bros.

Metals, Metal Lath, etc.
Julius R. Kahn & Co.
Northwestern Expanded Metal Co.

Mill, Railroad, and Vessel Supplies
Geo. B. Carpenter & Co.
H. Channon Co.

Millinery
Theo. Ascher Co.
Brydon Trimmed Hat Co.
Chicago Mercantile Co.
E. Eiger & Bros.
D. B. Fisk & Co.
Gage Bros. & Co.
Importers' & Manufacturers' Millinery Co.
Keith, Edson & Co.
Leyser, Green & Co.
Raike, Lippert & Co.
Henry M. Rich & Co.
Spiegel Bros.
George Wagner
Weiskopf & Co.

Mimeographs
A. B. Dick & Co.

Mineral Water
Hinckley & Schmitt

Music and Musical Instruments
Lyon & Healy
The William Tonk & Bro. Co.

Nails, Tacks, etc.
Grand Crossing Tack Co.

Neckwear
Eisenstaedt Bros.

Newspapers
Chicago American
Chicago Chronicle Co.
Chicago Daily News Co.
Chicago Evening Post
Chicago Inter-Ocean
Chicago Record-Herald
Chicago Tribune

Notions
Thos. Piser & Gutkowsky
N. Shure Co.

Office Supplies
Amberg File & Index Co.
Library Bureau
Macey-Wernicke Co., Ltd.
The Shaw-Walker Co.

Oil
Geo. R. Jenkins Co.
Standard Oil Co.

Optical Goods
Almer Coe
Geneva Optical Co.

Opticians (Wholesale)
F. A. Hardy & Co.

Overgaiters and Leggings
Columbia Overgaiter & Legging Co.

Packers
Armour & Co.
Libby, McNeill & Libby
Miller & Hart, Inc.
Nelson Morris & Co.
National Packing Co.
North American Provision Co.
Schwarzschild & Sulzberger
Swift & Co.
Geo. Duddleston

Paints and Colors
Bradley & Vrooman
Heath & Milligan Mfg. Co.
Benj. Moore & Co., Inc.
Wadsworth Howland Co.
Geo. E. Watson & Co.

Paper
Bermingham & Seaman Co.
Bradner Smith & Co.
J. W. Butler Paper Co.
E. J. Cady Co.
Chicago Paper Co.
Dearborn Paper Co.
Dwight Bros. Paper Co.
Hollis & Duncan
Manufacturers Paper Co.
Moser Paper Co.
The Paper Mills' Co.
The Pilcher, Hamilton Co.
F. C. Traver
James White & Co.

Paper Bag Manufacturers
Wheeler, Fisher & Co.

Paper Box Manufacturers
C. J. Lawrence Co.
The J. W. Sefton Mfg. Co.
C. F. Wolff & Sons

Parlor Suit Frames
H. Z. Mallen & Co.

Phonographs
Columbia Phonograph Co.

Petticoats
Sterne & Klein

Pianos and Organs
Geo. P. Bent
The Cable Company
W. W. Kimball Co.
Newman Bros. & Co.
Price & Teeple Piano Co.
Thompson Piano Co.

Piano Stools & Scarfs
Tonk Mfg. Co.

Pickles, etc
H. J. Heinz & Co

Pictures, Frames & Mouldings
The A. F. Kern Co.
A. S. Klein Co.

Pig Iron, Coke, etc.
Hickman, Williams & Co.
Rogers, Brown & Co.

Plumbers' and Steamfitters' Supplies
Jas. B. Clow & Sons
The John Davis Co.
L. Wolff Manufacturing Co.

Pneumatic Tools
Chicago Pneumatic Tool Co.

Poultry and Game
Thomas O'Hearn & Co.

Premium Goods
Kawin & Co.

Pressed Brick
Thos. Moulding Co.

Printers, Binders, Etc.
Barrett Bindery Co.
Binner-Wells Co.
The Blakely Printing Co.
S. D. Childs Co
Continental Colortype Co.
R. R. Donnelley & Sons Co.
M. A. Donohue & Co.
W. P. Dunn Co.
Garner-Taylor Press Co.
W. F. Hall Printing Co.
The Henneberry Co.
Jacobs & Holmes
Johnston Printing Co.
Robert O. Law Co.
Marsh, Aitken & Curtis Co.
C. H. Morgan & Co.
Munroe & Southworth
National Printing and Engraving Co.
P. F. Pettibone & Co.
Poole Bros.
Rand, McNally & Co.
Regan Printing House
Rogers & Co.
Rogers & Hall Co.
Rosenow Co.
Toby Rubovits
H. L. Ruggles & Co.
Shattuck & McKay
Henry O. Shepard Co.
Shea, Smith & Co.
Stearns Bros. & Co.
Western Newspaper Union

Printing Machines
Mergenthaler Linotype Co.

Printers' Rollers
Samuel Bingham's Sons Mfg. Co.

Produce Commission
James R. Baker & Co.
A. H. Barber & Co.
Coyne Bros.
Deming & Gould Co.
Denney & Co.
Emerson, Marlow & Co.
Gallagher Bros.
Geo. W. Linn & Son
C. F. Love & Co.
Merrill & Eldridge
The Geo. Middendorf Co.
Albert Miller & Co
Walter J. Mooney Co.
W. S. Moore & Co.
G. M. H. Wagner & Sons
Wayne & Low
C. H. Weaver & Co.

Publishers
American Artisan & Hardware Record
American Lumberman
Callaghan & Co.
Chicago Directory Co.
Dry Goods Reporter Co.
Electrician Publishing Co.
Halliwell & Baum Co.
D. C. Heath & Co.
Illinois Publishing Co.
Jacobsen Publishing Co.
Laird & Lee
A. N. Marquis & Co.
Open Court Pub. Co.
The Trade Periodical Co.
The World To-day Co.

Publishers and Booksellers
Scott, Foresman & Co.

Publishers—Manufacturing
W. B. Conkey Co.

Pumps and Supplies
Henion & Hubbell

Railroads
Atchison, Topeka & Santa Fe Ry.
Baltimore & Ohio R. R.
Chicago, Burlington & Quincy R. R.
Chicago & Alton R. R.
Chicago Great Western Ry
Chicago, Indianapolis & Louisville Ry. Co.
Chicago Terminal Transfer R. R. Co.
Chicago & Western Railway Co.
C., M. & St. Paul Ry. Co.
C., R. I. & P. R. R. Co.
C. & E. I. R. R.
C. & N. W. Ry.
C., C., C. & St. L. R. R.
Elgin, Joliet & Eastern Ry. Co.
Erie Railway Co.
I. C. R. R. Co.
Illinois, Iowa & Minn. Ry. Co
Illinois Northern Ry.
L. S. & M. S. R. R. Co.
Michigan Central Ry.
Pennsylvania Lines, West of Pittsburg
Pere Marquette R. R. Co.
Wabash R. R
Wisconsin Central Ry. Co.

Railroad Supplies
Ayer & Lord Tie Co.
Chicago Railway Equipment Co.
Crerar, Adams & Co.
Griffin Wheel Co.
A. S. Littlefield
Pettibone, Mulliken & Co.

Real Estate
Robt. J. Bassett East Chicago Co.
Bowes Investment Co.
Bryan Lathrop
F. W. McKinney
S. B. Mills & Co.
E. G. Pauling
Peabody-Houghteling Co.
S. M. Pearman & Co.
Charles D. Richards
Geo. W. Stewart.
H. O. Stone & Co.
D. W. Storrs
Jas. H. Van Vlissingen.
Edward C. Waller
Lucian M. Williams.
Walter H. Wilson & Co.

Refiners and Assayers
Goldsmith Bros.

Refrigerating Machines
The Fred W. Wolf Co.

Restaurants
Cafe Brauer
DeLonghe
Kuntz, Remmler & Co.
H. A. Sidder Co.
Rector's
John R. Thompson
Vogelsang's Restaurant

Room Mouldings
The Johnson & Tomek Co.

Roofing & Tinners' Supplies
James C. Woodley & Co

Rubber Clothing, Rubbers, etc.
Banigan Rubber Co.
Beacon Falls Rubber Shoe Co
Chicago Rubber Shoe Co.
The Duck Brand Co.
Mechanical Rubber Co.
Morgan & Wright
Revere Rubber Co.
Standard Rubber Shoe Co.
United States Rubber Co.

Sample Books and Cards
E. D. St. George Mfg. Co.

Sashes, Doors, etc.
The Radford Sash & Door Co.

Saws and Knives
Simonds Mfg. Co.

Scales, etc.
Fairbanks, Morse & Co.
Moneyweight Scale Co.

Schools
The Sheldon School

Seeds, Plants, and Bulbs
The Albert Dickinson Co.
The Goodwin-Harries Co.
Vaughan's Seed Store

Sewing Machines
Union Special Machine Co.
Wheeler & Wilson Mfg. Co.

Shade Rollers
Stewart Hartshorn Co.

Shirt Manufacturers
Columbus Shirt Co.

Shirtwaist Manufacturers
Countess Waist Co.
Fisher & Swawite
Gory & Heller
Hugo, Du Brock & Co.
Opoznauer & Lipman

Shirts, Collars, etc.
Cluett, Peabody & Co.
Corliss, Coon & Co.
H. C. Curtis & Co.
Geo. P. Ide & Co.
International Shirt and Collar Co.
United Shirt and Collar Co.

Show Cases and Mirrors
Chas. Bodach & Sons

Silks
American Silk Co.
Oscar Heineman

Silk and Satin Manufacturers
Belding Bros. & Co.
Cheney Brothers.
Nonotuck Silk Co.
Richardson Silk Co.
Wm. Skinner Mfg. Co.

Silverware
Gorham Mfg. Co.
A. L. Sercomb Co.
R. Wallace & Sons Mfg. Co.

Skirt Manufacturers
Schwartz & Kline

Soap Manufacturers
The N. K. Fairbank Co.
Hoffheimer Soap Co.
James S. Kirk & Co.

Soda Fountain Apparatus
L. A. Becker & Co.
Liquid Carbonic Co.

Spices, Coffee, Etc.
Sherer-Gillett Co.
Thompson & Taylor Spice Co.

Sporting Goods
Chicago Sporting Goods Mfg. Co.
A. G. Spalding & Bros.

Spring Beds
Haggard & Marcussen

Stamped Linens
F. Vogel & Sons.

Steamship and Steamboat Lines
Anchor Line
H. Claussenius & Co.
Goodrich Transportation Co.
Manitou Steamship Co.
Michigan Steamship Co.

Steel Shafting
Bliss & Laughlin, Inc.

Stock Yards
Union Stock Yard & Transit Co.

Stone
The Bedford Quarries Co.
Dolese & Shepard Co.

Store Shelving
J. D. Warren Mfg. Co.

Stoves, Ranges, etc.
The Chicago Stoves Works
George M. Clark & Co., of the American Stove Co.
Cribben & Sexton Co.
Detroit Stove Works
Home Stove Works
Michigan Stove Co.
W. J. Whiffen care of The Peninsular Stove Co.

Street Railways
Chicago City Railway Co.
General Electric Railway Co.
Chicago & Oak Park Elevated Railway Co
Metropolitan West Side Elevated Railway Co
Northwestern Elevated Ry Co.

Sugars, etc.
Wm. A. Havemeyer & Co.
H. W. Small & Co.

Strawboard
American Straw Board Co

Surgical Instruments
Truax, Greene & Co.

Suspenders
Graft Suspender Co.

Switchboards
Kellogg Switchboard & Supply Co.

Tags and Labels
Dennison Mfg. Co.
The Tablet & Ticket Co.

Tailors to the Trade
A. E. Anderson & Co
M. Born & Co.
The Chicago Tailoring Co.
Fred Kauffman
Lamm & Co
Ed. V. Price & Co.
Edw. Rose & Co.
The Royal Tailors
W. D. Schmidt & Co.
Strauss Bros.
Sturm, Mayer & Co.
Ullman & Co

Tailors' Trimmings
J. L. Bobo & Co.
Cumner, Jones & Co.

Tanners
Lake Tanning Co.
Pfister & Vogel Leather Co.
Schoellkopf & Co

Teachers' Agency
C. J. Albert

Teaming and Transfer Companies
Brink's Chicago City Express Co.
M. J Conley
Arthur Dixon Transfer Co.
Dunston's Chicago City Express Co.
A. M. Forbes Cartage Co.
Garrity Teaming Co.
Richard Guthmann Transfer Co.
Hebard Express & Van Co.
F. Landon
Mix & Jackson Transfer Co.
John J. O Heron
C. O. Olson Cartage Co.
Frank Parmelee Transfer Co.
N. F Ratty
Richley & Troyer
J. D. Schaffer
Frank E Scott Transfer
Jos. Stockton Co
Taft Bros
Weintz Express & Transfer Co.
Wenig Teaming Co.
J C Zyprich Teaming Co

Teas and Coffees
Chase & Sanborn
W F Laughlin & Co
Thos J Lipton

Telephone Manufacturers
Baird Manufacturing Co.
Swedish-American Telephone Co

Time Recorders
J. H. Wilson & Co.

Trunks
P Becker & Co
Fitzgerald Trunk Co
The Hartmann Trunk Co
C A Taylor Trunk Works
Chas. T Wilt

Tunnels and Underground Transportation
Illinois Tunnel Co.

Typefounders
Barnhart Bros & Spindler
A D. Farmer & Sons Type-Foundry Co.

Type Supplies
Carter & Allen Co.

Typewriters
Fox Typewriter Co.
The Monarch Typewriter Co.
Oliver Typewriter Co.
Remington Typewriter Co.
Underwood Typewriter Co.

Umbrellas, etc.
Kreis & Hubbard

Underwear and Hosiery
Jacob Meyer & Bros.
Wurzburger Bros.

Uniforms
James H Hirsch & Co.

Upholstery Goods and Cabinet Hardware
John W. Keogh & Co.
Lussky, White & Coolidge

Valves
The Crane Co.

Varnish
Chicago Varnish Co.
Murphy Varnish Co.
Standard Varnish Works

Varnish, Shellacs, etc.
M. L. Barrett Co.

Ventilators
The Anti-Dust & Draft Ventilator Co.

Wagon Manufacturers
Peter Schuttler Co.

Wallpaper
Art Wallpaper Mills
Audbert Wallpaper Mill
Henry Bosch Co
Janeway & Carpenter

Wallpaper and Window Shades
S. A. Maxwell & Co.
Findley Wall Paper Co.

Warm Air Registers, Mfrs.
Tuttle & Bailey Mfg. Co.

Watches
Elgin National Watch Co.
R. H. Ingersoll & Bro.
M. A. Mead & Co.
Robbins & Appleton

Windmills
Aermotor Co.

Wire
American Insulated Wire & Mfg. Co.
American Steel & Wire Co.
Belden Mfg. Co.
Chicago Insulated Wire & Mfg. Co.
John A. Roebling's Sons Co.
James Wolf, care of N Y. Insulated Wire Co

Workmen's Clothing Wholesale
Reliance Mfg. Co.

Woodenware
L. Gould & Co.
Samuel Cupples Woodenware Co.

Wool and Furs
Becker Bros. & Co.
J. Dreyfus
H. T. Thompson & Co.

Woolens
Mullen & Co.
Perry, Mueller & Co.
Skinner Bros.

Woolens and Tailors' Trimmings
Mason & Hanson

Grand Pacific Hotel

Jackson Blvd. and Clark Street
Chicago

EUROPEAN PLAN
Nearest First-Class Hotel to Wholesale District

Gentlemen's Cafe on first floor. Ladies' and Gentlemen's Restaurant and Private Dining Room on second floor. Two hundred guest rooms, three-fourths of which have private baths in connection.

RATES FROM $1.50 UPWARD

Direct connection with Chicago Commercial Association from 7th floor.

200 rooms; every room an outside room.

Rates:
$1.50 per day and up.

Every room contains long distance and local telephone.

For reservations address
FRANK HALL
Manager

Hotel Majestic

Absolutely Fireproof

Telephone, Harrison 3200

Quincy Street, Between State and Dearborn

Chicago - Illinois

Jackson Boulevard
Wabash Ave.
Chicago

The Wellington

European Plan
Rates, $1.50 per day and upward

Special rates during merchants' meetings.

Ladies and gentlemen's restaurant on ground floor.

Basement restaurant at popular prices.

Every room contains local and long distance telephones.

Gage Hotel Company, Props.
Albert S. Gage, Pres't.

Congress Hotel Company

OPERATING
AUDITORIUM HOTEL
AUDITORIUM ANNEX
CONGRESS APARTMENT BUILDING

"All on the Lake Front"

LARGEST AND FINEST FIREPROOF HOTEL IN THE WORLD

CONGRESS HOTEL COMPANY
R. H. SOUTHGATE, Prest.

Great Northern Hotel

Jackson Blvd. Dearborn and Quincy Sts.

ABSOLUTELY OF FIREPROOF CONSTRUCTION

EUROPEAN PLAN

Rates $1.50 Per Day and Upwards

GREAT NORTHERN HOTEL
JOHN C. ROTH, Res. Manager

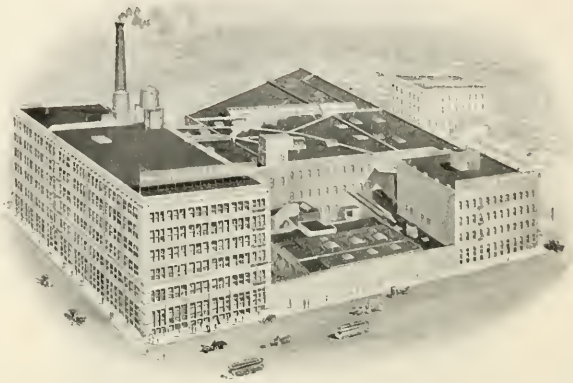
The First National Bank of Chicago

Resources, $123,000,000.00

¶ The steady permanent growth of this bank to its present proportions is significantly suggestive of the quality of service furnished to its thousands of customers.

¶ Conservative banks, firms and individuals desiring an agreeable banking home are cordially invited to associate themselves with the First National Bank of Chicago, and are assured of the same courteous consideration as has been rendered to its clientele for more than forty years.

J. B. FORGAN, President D. R. FORGAN, Vice President F. O. WETMORE, Cashier



Chicago Factory

The Cable Company

Manufacturers of

Conover Pianos **Cable Pianos**
Kingsbury Pianos **Wellington Pianos**
Chicago Cottage Organs

The high merit of our productions is the result of unequalled manufacturing facilities, and our accomplished purpose to make our instruments standard in their respective classes.

We employ men of the highest skill, and have provided every facility for work of extreme precision. Every part of our pianos, therefore, is made with an accuracy which only such conditions make possible.

The result is found in the high favor in which our pianos are held by eminent musicians and by the general public. These instruments are recognized as possessing musical qualities of exceptionally high character, and as giving the buyer the full measure of value.

THE CABLE COMPANY

General Offices: CHICAGO
Factories: CHICAGO and ST. CHARLES, ILL.

St. Charles Factory

This advertisement appears in April issue of ''Munsey's Magazine," the great medium of over 850,000 national circulation. It will help create a demand for Miller-Made Clothes and is only one of the many things we are doing for the merchants who sell Miller-Made.

¶ This strikingly artistic poster lithographed in eight colors, 42 inches long by 17½ inches wide. It is a most attractive decoration and will be mailed to you just by sending us your name and address.

MILLER-MADE *are* something more than good clothes — not alone must the fabric, trimmings and sewing be absolutely the best, but the perfect collar — shoulders — lapels and general contour of all Miller-Made garments are apparent to the most critical.

Not a single made-to-order point is sacrificed and there's no waiting when you want them.

$10 to $40

We want to send you the name of the leading merchant in your locality who sells Miller-Made.

JOHN G. MILLER & COMPANY
CHICAGO

Miller-Made

Clothes of Quality For Men

Copyright 1906. JOHN G. MILLER & COMPANY, Chicago

Miller-Made Princeton Sack

The Oldest Bank in Chicago

Established 1857

A Record of Nearly 50 Years as a Safe and Conservative Bank

The Merchants' Loan and Trust Company

BOARD OF DIRECTORS

CYRUS H. MCCORMICK — ALBERT KEEP — ERSKINE M. PHELPS — MOSES J. WENTWORTH
ENOS M BARTON — THIES J. LEFENS — E. H. GARY — LAMBERT TREE
E. D. HULBERT — CHAUNCEY KEEP — ORSON SMITH — CLARENCE A. BURLEY

OFFICERS

ORSON SMITH, President — E. D. HULBERT, Vice-President — J. G. ORCHARD, Cashier
F. G. NELSON, Assistant Cashier — F. N. WILDER, Assistant Cashier — P. C. PETERSON, Assistant Cashier
LEON L. LOEHR, Sec'y Trust Dept. — JOHN E. BLUNT, JR., Mgr. Bond Dept. — Mgr. Foreign Exchange Dept.

Capital, Surplus and Profits, $6,500,000.

FOREIGN EXCHANGE DEPARTMENT: Wants of shippers receive prompt attention.

BOND DEPARTMENT: Buys and sells highest grade investment bonds.

FARM LOAN DEPARTMENT: Buys and sells improved farm loans.

SAVINGS DEPARTMENT: Pays 3% interest on Trust Funds, Sinking Funds, Reserve Funds of Churches Societies, Lodges, Business Organizations and Corporations.

TRUST DEPARTMENT: Acts as Executor, Administrator, Trustee for Courts, Corporations and Individuals.

This Bank has an organization perfected by age and experience and is equipped to transact business for customers in any part of the World. The business of Importers and Exporters is especially invited.

The Merchants' Loan and Trust Building, northwest corner Adams and Clark Sts., Chicago, directly opposite new Post Office.

The National Bank
OF THE
REPUBLIC
LA SALLE AND MONROE STS., CHICAGO

This Bank consistently adheres to the policy of advancing the conservative productive and commercial interests to the exclusion of the purely speculative, and on this basis has developed a business with resources of over Twenty Million Dollars, and an extensive list of connections in America and foreign countries. It has the inclination as well as the ability to give the best possible service, and it invites new business, to which it believes it has proved itself entitled.

JOHN A. LYNCH President	W. T. FENTON Vice-President	R. M. McKINNEY Cashier
R. L. CRAMPTON Asst. Cashier	O. H. SWAN Asst. Cashier	THOS. JANSEN Asst. Cashier

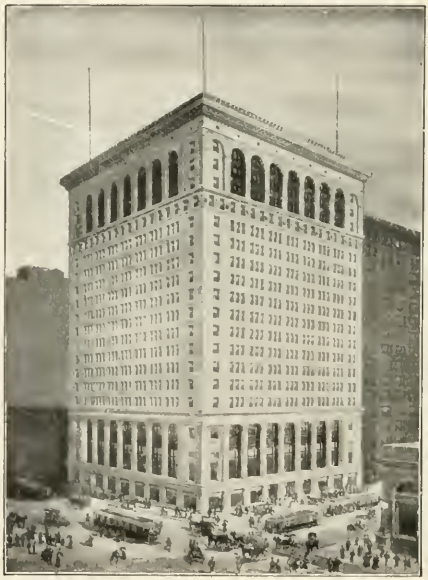
BOARD OF DIRECTORS

FRANK O. LOWDEN Attorney	F. E. VOGEL Vice-Prest., Siegel, Cooper & Co.	JOHN A. LYNCH President
LOUIS F. SWIFT President, Swift & Co.	ROLLIN A. KEYES Of Franklin Mac Veagh & Co.	J. B. GREENHUT Capitalist, Peoria
JOHN V. FARWELL, Jr. Of J. V. Farwell Company	CHARLES H. CONOVER Of Hibbard, Spencer, Bartlett & Co.	JOHN R. MORRON Prest., Diamond Glue Co.
E. B. STRONG Capitalist	HENRY SIEGEL Prest. Simpson-Crawford Co., N. Y.	H. W. HEINRICHS Vice-President, M. D. Wells Co.
ROBERT MATHER Prest., The Rock Island Co.	W. T. FENTON Vice-President	

The Commercial National Bank of Chicago

ESTABLISHED 1864

Capital - - - - - - - - - -	$ 2,000,000.00
Surplus and Undivided Profits - -	1,800,000.00
Deposits - - - - - - - - - -	39,600,000.00



NEW HOME OF THE

COMMERCIAL NATIONAL BANK OF CHICAGO

TO BE BUILT AND OWNED BY

Commercial National Safe Deposit Co.

OFFICERS

JAMES H. ECKELS - - - - - - - President
JOSEPH T. TALBERT - - - - - Vice-President
RALPH VAN VECHTEN - - Second Vice-President
DAVID VERNON - - - - - Third Vice-President
NATHANIEL R. LOSCH - - - - - - Cashier
GEORGE B. SMITH - - - - - Assistant Cashier
HARVEY G. VERNON - - - - Assistant Cashier
H. ERSKINE SMITH - - - - - Assistant Cashier
WM. T. BRUCKNER - - - - - - Assistant Cashier
EDGAR N. JOHNSON - - - - - - - Auditor

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WILLIAM J. CHALMERS
ROBERT T. LINCOLN
E. H. GARY
PAUL MORTON
DARIUS MILLER
CHARLES F. SPALDING
JOSEPH T. TALBERT
JAMES H. ECKELS

Right Here in Chicago

We can get you a location on both rail and water-ways, with excellent switching facilities and direct service from your supply points and to your sales territory

Our 9000 miles of road furnish locations outside of Chicago. If interested write

Burlington Route

W. H. MANSS, Industrial Commissioner
209 ADAMS STREET, CHICAGO

P 124

THE BEST ON EARTH

OUR SALESMEN ARE NOW OUT WITH SAMPLES
WRITE US AT ONCE AND WE WILL HAVE ONE CALL

M. D. WELLS CO.

CHICAGO

Sole Western Distributers

Write *for* Catalogue *and* Price List

The American Trust and Savings Bank, Chicago

Capital——Surplus——Profits
$5,000,000.00

Deposits, $30,000,000.00

GENERAL BANKING
Checking Accounts 3 per cent. Interest on Certificates of Deposit

FOREIGN EXCHANGE
Travelers' Letters of Credit Foreign Drafts Cable Transfers

BOND DEPARTMENT
Government, State, City and Corporation Bonds Bought and Sold

TRUST DEPARTMENT
Acts as Administrator, Executor, Guardian, Conservator, Assignee, Receiver, Transfer Agent, and Registrar

SAVINGS DEPARTMENT
3 per cent. interest paid on Saving Deposits, compounded Semi-annually

SAFE DEPOSIT VAULTS

OFFICERS

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T. P. PHILLIPS . . . . Vice-President
JAMES R. CHAPMAN . . Vice-President
JOHN JAY ABBOTT . . Vice-President
CHARLES S. CASTLE . . . . Cashier
F. J. SCHEIDENHELM . . Assistant Cashier
OLIVER C. DECKER . . Assistant Cashier
EDWIN L. WAGNER . . Assistant Cashier
FRANK H. JONES . . . . Secretary
WILLIAM P. KOPF . . Assistant Secretary
IRVING J. SHUART . . Assistant Secretary
GEORGE B. CALDWELL . . Mgr. Bond Dept.
WILSON W. LAMPERT . . . . Auditor

DIRECTORS

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E. H. GARY, Chairman U. S. Steel Corporation
E. P. RIPLEY, Prest. Atchison T. & Santa Fe Ry.
THEODORE P. SHONTS, Chairman Isthmian Canal Commission
NORMAN B. REAM, Capitalist
JOHN F. HARRIS, Harris, Scotten Co.
T. P. PHILLIPS, Formerly President Federal Trust & Savings Bank
W. H. McDOEL, Pres. Chgo., Indpls. & L. R.R.
CHARLES H. THORNE, Montgomery, Ward & Co.
E. J. BUFFINGTON, President Illinois Steel Co.
WILLIAM KENT, Kent & Burke
V. A. WATKINS, Capitallst
GILBERT B. SHAW, Lumber
BENJAMIN THOMAS, Prest. Chicago & Western Ind. Railroad
CHAS. H. DEERE, Deere & Co., Moline Ill.
JAMES R. CHAPMAN, Vice-President
EDWIN A. POTTER, President

CORRESPONDENCE INVITED

MERCHANTS

If in need of a piano for your own use and our

WASHBURN PIANO

is not actively represented in your town by a regular piano dealer, write to us for catalogue and latest quotations

WABASH & ADAMS

Lyon & Healy

CHICAGO

Western Trust & Savings Bank

CAPITAL - - $1,000,000
SURPLUS - - 200,000

Transacts a General Banking Business

OFFICERS

JOSEPH E. OTIS - -	President
WALTER H. WILSON	Vice-President
LAWRENCE NELSON	Vice-President
H. WOLLENBERGER	Vice-President
WILLIAM C. COOK - -	Cashier
W. G. WALLING - -	Secretary

Ground Floor - 157-159 La Salle Street - Chicago

Continental National Bank of Chicago

CAPITAL AND SURPLUS $6,000,000

DEPOSITS $55,000,000

Cor. Adams and La Salle Streets

Collections Carefully Made and Promptly Accounted For

Accounts of Merchants, Banks, and Bankers Solicited

CONTINENTAL NATIONAL BANK BUILDING

A General Foreign Exchange Business Transacted

Travelers' Circular Letters of Credit issued, available in all parts of the World

JOHN C. BLACK	Chairman of the Board	IRA P. BOWEN	Assistant Cashier
GEORGE M. REYNOLDS	President	BENJ. S. MAYER	Assistant Cashier
N. E. BARKER	Vice-President	HERMAN WALDECK	Assistant Cashier
WM. G. SCHROEDER	Cashier	JOHN McCARTHY	Assistant Cashier

BOARD OF DIRECTORS

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ALBERT J. EARLING	Pres't Chicago, Milwaukee & St. Paul R. R.	N. E. BARKER	Vice-President
P. A. VALENTINE	Vice-President Armour & Co.	B. A. ECKHART	President Eckhart & Swan Milling Co.
F. WEYERHAEUSER	Lumberman and Pine Land Owner, St. Paul		
EDWARD HINES	President Edward Hines Lumber Co.		

REPORT OF THE CONDITION OF

The Corn Exchange National Bank

OF CHICAGO

IN THE STATE OF ILLINOIS
AT THE CLOSE OF BUSINESS, JANUARY 29th, 1906

RESOURCES

Time Loans -	$ 26,585,589.65	
Demand Loans -	8,902,040.77	$35,487,630.42
Overdrafts - - - -		608.23
United States Bonds - -		1,000,000.00
Other Bonds - - - -		872,900.00
Cash - -	$10,562,241.41	
Clearing House C'ks	2,653,271.02	
Due from Banks	9,872,061.95	
Due from Treas. U. S.	95,000.00	23,182,574.38
		$60,543,713.03

LIABILITIES

Capital -	$ 3,000,000.00
Surplus - -	2,000,000.00
Undivided Profits	1,781,437.73
Circulation -	497,300.00
Dividends Unpaid	1,833.00
Deposits -	53,263,142.30
	$60,543,713.03

OFFICERS

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CHARLES L. HUTCHINSON, Vice President
CHAUNCEY J. BLAIR, Vice President
D. A. MOULTON, Vice President
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FRANK W. SMITH, Cashier
B. C. SAMMONS, Ass't Cashier
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ESTABLISHED 1838

BURLEY & TYRRELL

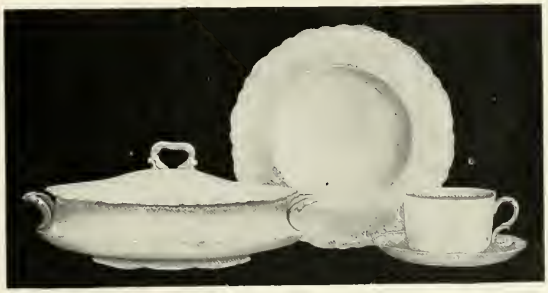
238 and 240 Adams Street
(Center of Wholesale Dry Goods District)
Chicago

Pioneer Crockery House

Of the United States

We are showing a complete line of Dependable Dinner Ware from the Leading Potteries of the world.

Our travelers are now on the road and will soon call with samples of 1906 Models and Designs



"Eureka" Shape; English Semi-Porcelain
Manufactured by Alfred Meakin, Tunstall, England

The Latest and the Best of Designs

Sold at Import, in Original Crates or Open Stock

Our Decorated Patterns

For this year are without doubt, the handsomest ever shown, the line contains a host of new treatments of surpassing beauty. Delicate Floral Effects, traced with Gold. Rich Flown Blue, under the glaze; Green Border, gold illuminated. White and Gold.

See our line before placing your orders

We also show Complete Lines of

Table Glassware, Pressed and Blown, French and German China, American Cut Glassware

Our General Catalog "M 118" with discount sheet, mailed to Dealers Only, on application.

Founded in 1851 —— Opened in 1855

NORTHWESTERN UNIVERSITY

EVANSTON CHICAGO

An institution of higher learning closely associated with the history and development of Chicago and the Northwest

College Campus, on the Shore of Lake Michigan

The College of Liberal Arts—the Literary and Scientific Departments—and the School of Music, are in Evanston, on the shore of Lake Michigan, an ideal college community, easy of access, far enough away from the heart of the city to avoid its distracting influences.

The Medical School is at 2421-31 Dearborn Street, Chicago, adjacent to Wesley Hospital, and in close co-operation with Mercy Hospital.

The Law School, School of Pharmacy, and Dental School, are in Northwestern University Building, in the business center of Chicago, easily accessible from all parts of the city.

Students in all departments come into direct personal contact with the senior professors, this being one of the distinctive advantages in the work of the University. The location of the professional schools in the heart of Chicago secures unsurpassed court, hospital and clinical facilities.

For detailed information respecting any department, address:

The Registrar, University Hall, Evanston. Illinois

Why I. H. C. Engines Are Best

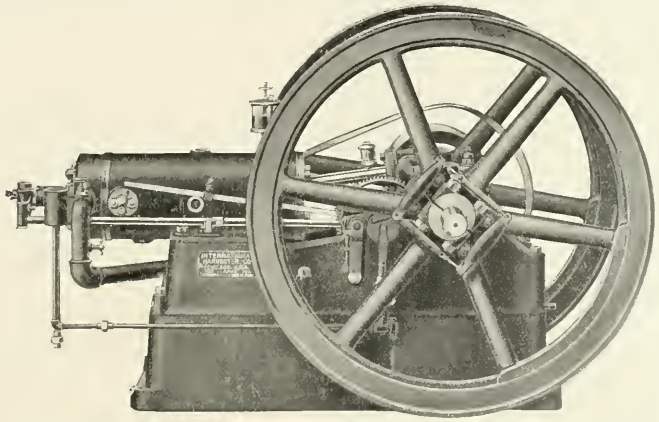
There's most every reason; so many it takes a book to give them. We can give you a few here. Send for a catalogue and have them all.

FIRST OF ALL, of course, they are better than steam. Because—they are safer. Steam boiler explosions happen every day, always on account of neglect. If you neglect an I. H. C. gasoline engine it doesn't explode—it stops.

A second reason, they cost much less.

Third reason, they cost less to operate.

Then you can run them yourself—power is up in a minute, shut off and all expense stopped just as quick. You see there is no end to the reasons.



But I. H. C. gasoline engines are better than other gasoline engines. Why?

To put it all in a nutshell, because they are more scientifically and better constructed than others.

They give the most power for the least amount of gasoline.

The combustion chamber exposes the least possible surface to hot gases.

The least possible amount of heat is neutralized by the cooling water, the greatest amount is applied to the work of driving the piston.

Gasoline is mixed on the OUTSIDE of I. H. C. engines and sprayed INTO the cylinder instead of being flooded in, so EVERY PARTICLE is used in power.

I. H. C. engines are not disturbed by cold weather or high altitudes.

I. H. C. engines are simpler, have fewer parts, are easier to control and give longer wear than any others.

The diversity of purposes for which these engines can be used makes them available as power producers wherever an engine of the same rated capacity is required.

For farms, dairies, mills, butcher shops, bakeries, blacksmith shops, ice plants, electric light plants, water works or wherever from 2 to 15 horse power is required, an I. H. C. gasoline engine supplies the best power available.

MADE IN THE FOLLOWING STYLES AND SIZES:

Horizontal, Stationary or Portable, 4, 6, 8, 10, 12 and 15 H. P. Vertical 2, 3 and 5 H. P.

Write us for Illustrated Catalog.

International Harvester Company of America

(Incorporated)

Chicago, U. S. A.

For the MARKET Buyer Our Sample Rooms

It is The Butler Way to make buying easy for BUSY buyers—in the market and at home.

In the market, you could study as many other displays as we have departments and still be without the POSITIVE information you can get in our sample rooms.

In large, quiet, well-lighted floor spaces—used for no other purpose—with things of a kind grouped together, we show one of everything we handle, tagged with its catalogue number, quantity in package and **one price in plain figures.**

That is The Butler Way of making market buying easy for BUSY buyers.

BUTLER B

Randolph Bridge

For the HOME Buyer Our Catalogue

Our monthly catalogue is arranged for BUSY buyers; and, in effect, carries the market to them in their own stores.

The current number shows our complete spring and summer line—the things that sell, in more than 50 departments — by means of truthful pictures, exact descriptions and net guaranteed prices **in print.**

And as for **snaps**—you could tramp the market for weeks and not begin to find them in number, kind and variety equal to the Yellow Page Items in our big spring catalogue.

Shall we send you this catalogue—No. QC568?

ROTHERS

CHICAGO

CHICAGO'S OLDEST AND STRONGEST COMPANY

Established 1868

National Life Insurance Company of the U. S. of A.

HOME OFFICE, NATIONAL LIFE BUILDING, CHICAGO

ALBERT M. JOHNSON, President
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ROBERT D. LAY, Secretary
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Assets Over Six Million Dollars

Insurance in Force Over Forty-Three Million Dollars

The policies of this company are liberal and up-to-date Call or write for particulars

INSURE IN A HOME COMPANY

Illinois Central Railroad

Efficiently Serves a Vast Territory

By through freight and Passenger service to and from the following cities:

Chicago, Ill.	St. Louis, Mo,
Omaha, Neb.	Cincinnati, Ohio
Council Bluffs, Iowa	New Orleans, La.
Sioux City, Ia.	Memphis, Tenn.
Sioux Falls, S. D.	Hot Springs, Ark.
Minneapolis, Minn.	Louisville, Ky.
St. Paul, Minn.	Nashville, Tenn,
Peoria, Ill.	Atlanta, Ga.
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Connections at above terminals for the

EAST SOUTH WEST NORTH

Fast and Handsomely Equipped Steam Heated Trains carrying Dining Cars, Buffet-Library Cars Buffet Club Cars, Sleeping Cars, and Free Reclining Chair Cars. Fast manifest Freight Service between the North and South and East and West

---

S. G. HATCH, Gen'l Passenger Agent
W. E. KEEPERS, Gen'l Freight Agent

J. T. HARAHAN, Second Vice-Presiden.

T. J. HUDSON, General Traffic Manager

A. H. HANSON, Passenger Traffic Manager

F. B. BOWES, Freight Traffic Manager

TO CALIFORNIA

No better service to California is offered than that via The Overland Limited on the

CHICAGO, MILWAUKEE & ST. PAUL RAILWAY

From Union Passenger Station, Chicago, at 8:00 p. m. daily. Less than three days en route to San Francisco and Los Angeles. Tourist sleepers at 10:25 p. m. daily. Personally conducted tourist car parties via Kansas City at 10:25 p. m., Tuesdays and Thursdays.

F. A. MILLER
General Passenger Agent
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Tickets
95 Adams St.
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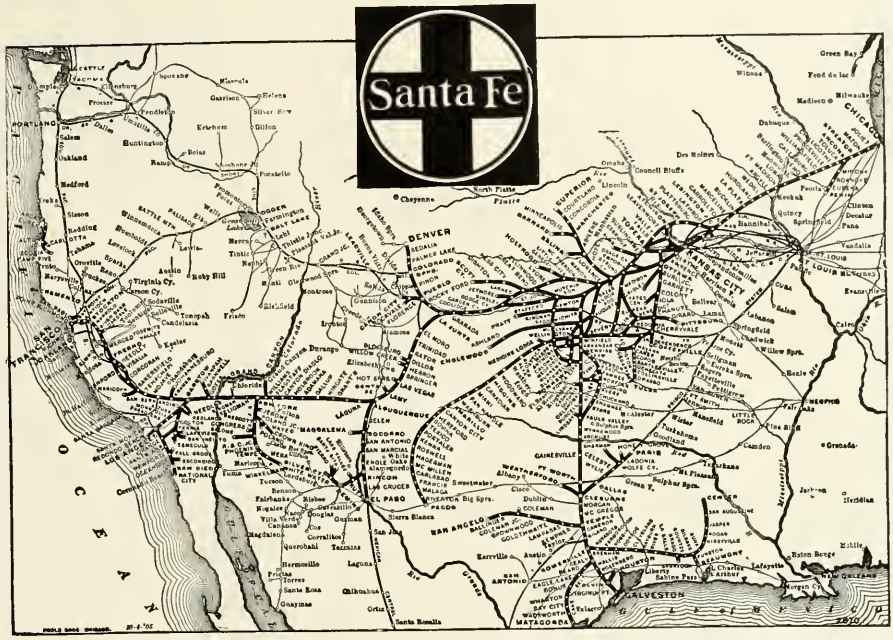

For the Shipper:

Quick, prompt, reliable freight service, everywhere Southwest; Santa Fe all the way.

For the Traveler:

Luxury of The California Limited; economy of the tourist sleeper; comfort of smooth roadbed; safety of block signals, and scenery—the Grand Canyon of Arizona. Harvey serves the meals.

J. E. GORMAN
Freight Traffic Manager
Chicago

W. J. BLACK
Passenger Traffic Manager
Chicago

Rock Island

There's Money to be Made

Give the men who built the Rock Island, Mr. Investor, credit for having built with a view to the future
Give the present management credit for extending the lines according to traffic needs, both now and of the future
Come with us on an inspection trip

In the New Southwest

We will show you what looked good to us. It may be of interest to you
Rock Island lines penetrate every nook and corner of the Great Southwest where there is a prospect of building up local enterprises and populating the territory. Every train carries in new "developers"
The Rock Island management has the needs of that community so closely at heart that it maintains a corps of industrial investigators, in order to keep fully advised as to the exact local conditions. We offer you this information absolutely without cost because it's to our mutual advantage to do so. We want to get you interested in the new country

Along the Rock Island

Low rate excursions first and third Tuesdays every month to all points Southwest. Watch for them

Send name and address for our folder of Business Openings and an illustrated book on any of the Southwestern states

JOHN SEBASTIAN, Passenger Traffic Manager, CHICAGO

EXCELSIOR SUPPLY COMPANY

233-5-7 Randolph Street
CHICAGO

Everything For

Automobile Manufacturers, Dealers and Owners

Everything For

Bicycle Dealers and Repair Men

Everything For

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Exclusive Western Distributors

The Famous Shelby Seamless Steel Tubing

Prompt Shipments Courteous Treatment
Prices That Are Right

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SEVEN SPLENDID TRAINS

The Overland Limited

Electric-lighted. Less than three days Chicago to San Francisco and Portland. Chicago, Union Pacific & North-Western Line daily.

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Electric-lighted. Every day in the year to Pasadena and Los Angeles. Chicago & North-Western, Union Pacific and Salt Lake Route.

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The Colorado Special

Only one night to Denver. Chicago, Union Pacific & North-Western Line.

The North-Western Limited

Electric-lighted. Daily between Chicago, Minneapolis and St. Paul.

The Duluth-Superior Limited

Electric-lighted, daily, Chicago to Superior and Duluth.

The Peninsula Express

Daily to the Lake Superior Iron and Copper country.

Other fast trains to Illinois, Iowa, Wisconsin, Northern Michigan, Minnesota, North and South Dakota, Nebraska, Wyoming and the Black Hills.

The Best of Everything

CHICAGO & NORTH-WESTERN RAILWAY

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CHICAGO, ILL.

NW646

CHICAGO
The GREAT CENTRAL MARKET
A MAGAZINE OF BUSINESS

VOL. III APRIL, 1906 NO. 2

PUBLISHED BY
THE CHICAGO COMMERCIAL ASSOCIATION
AND UNDER THE MANAGEMENT
OF THE FOLLOWING
TRADE EXTENSION COMMITTEE:
WM. F. HYPES, Chairman, Marshall Field & Co.
FREDERICK BODE, Gage Bros. & Co.
FRANK HIBBARD, Hibbard, Spencer, Bartlett & Co.
J. F. PRATT, Smith-Wallace Shoe Co.
FRANK S. SHAW, The Cable Company

THE members of the Trade Extension Committee, under whose management this magazine is published, wish to acknowledge with thanks the many congratulatory expressions received on the appearance of the January issue of this publication. It may be of interest to the readers to know that the magazine has a circulation of over 35,000 copies per issue, and is distributed by mail or express to a selected list of merchants in towns of 1,000 and upwards throughout the United States west of the Alleghany Mountains. The cost of the publication is about $10,000 per issue. The advertisers in its pages are members of the Chicago Commercial Association, and their reliability is guaranteed by that fact. Merchants receiving the magazine will find it to their advantage to make up calling lists from the advertising pages and from the directory in the first pages of the book.

THE new plant of the Illinois Steel Company, now being built on the south shore of Lake Michigan, near South Chicago, will cost $75,000,000, and will be the largest and best equipped steel plant in the world. The total annual output of this new plant is estimated at 1,750,000 tons of finished steel. The addition of this tonnage to the already large output of the present works of the Illinois Steel Company is a recognition on the part of the United States Steel Corporation that Chicago is the Great Central Market for steel, and that there is an advantage in being close to the market.

LIFE insurance, having undergone much investigation and no end of discussion, should now become a theme for sober consideration and calculation by honest men. It is a fact, not to be denied, that honest life insurance is one of the real blessings of civilization. If some of the big companies have failed, in part, in their duties to policy holders, the wrong will right itself, through time, by the giving of a larger share of new business to the younger and smaller companies. Several Western companies report marked gains in volume of business since January 1, 1906.

CHICAGO temperature did not reach the zero point any time during the winter just passed. Six degrees above, on February 2, was the lowest official record. Many Chicagoans who went long distances to bask in the sunshine of Southern winter resorts suffered more from cold and chilly blasts than they would have done at home.

A PLAN is on foot by a number of prominent citizens and real estate dealers to boulevard Washington and La Salle streets in the down-town districts. This will involve repaving these streets and the prohibition of heavy traffic on them.

THERE never was a time in the history of Chicago when the office buildings in the down-town district had fewer vacant rooms than now, notwithstanding the fact that during the past year nearly a dozen large buildings were completed.

PROSPECTS are that navigation will be open on the Great Lakes at least a month earlier than usual this spring, as Lake Michigan is practically free from ice already, and the Straits of Mackinaw are in such shape that the blockades will be dispelled much earlier than usual.

BY a recent enactment of the city council of Chicago the saloon-license fee of Chicago has been advanced from $500 a year to $1000, the advance to take effect May 1st. The increased revenue which is expected from this move, and which it is estimated will amount to several million dollars a year will be expended largely in increasing the police department.

THE Supreme Court of the United States decided, after extended deliberation, and the hearing of much expert testimony, that the Chicago drainage canal, which reverses the flow of the Chicago River and empties into the Illinois River by way of the canal, was not a menace to the health of the city of St. Louis which was the complainant in the case. On the contrary, it was proved that the very large volume of fresh Lake Michigan water so diluted the impurities of the stream that before Peoria was reached the water in the Illinois River was purer than it had been before the drainage canal was completed. In other words, St. Louis, instead of complaining, owes Chicago a vote of thanks for giving it better drinking water.

THE University of Chicago trustees have accepted complete plans for the building of the William Rainey Harper Memorial Library Building. The structure will be by far the largest college building of its kind in the world, and will contain the largest and most complete library in the United States, with the exception of the Congressional Library at Washington. The style of architecture will be Gothic, and in harmony with other University buildings facing the "Midway Plaisance." The building will cost $1,250,000, and will be a fitting memorial to the late President Harper, who gave the best years of his life to the upbuilding of the University.

THE plan for a deep waterway connecting the Great Lakes with the Gulf of Mexico will probably be pushed to completion within a few years. The time is not far distant when the Middle West will have votes enough in Washington to compel a proper recognition of the demands of this part of the United States. The deep waterway is not an impossible dream, but rather a perfectly practical plan, having in its favor many natural advantages in the matter of construction. The benefits to arise from the completion of such a waterway cannot be estimated in figures. It would mean that ocean-going craft might go direct from Chicago to tide-water; either to the Atlantic Ocean or the Gulf of Mexico, thus giving the lowest transportation charges to the most prosperous section of the United States. If present plans carry, the deep waterway may possibly be in operation by the time the Panama Canal is completed, thereby bringing the whole Middle West in close touch with the trade to the Orient, and practically eliminating the question of rail way freight charges on a large percentage of the tonnage of the Mississippi Valley and Great Lakes Basin.

The Chicago Commercial Association is taking an active interest in the deep waterway project. The next issue of this publication will contain an illustrated article on the subject.

A NATION OF SHOPKEEPERS

By HUBERT F. MILLER

AMERICANS have been called "a nation of shopkeepers," and we have accepted the title with evidences of pride rather than resentment. The phrase will stick long after its author is forgotten, because it carries a blend of truth and exaggeration dear to the American heart, and because we are unafraid of being called names which imply an acknowledgment of supremacy from the other fellow.

We have the satisfaction of knowing that our "shops" are the finest in the world; and one of the many things that all the world looks to America for is the latest ideas in retail store management, in store systems, store furnishings, store decorations, and in store advertising. Because we are the greatest storekeepers we are also the biggest wholesalers and jobbers of merchandise. And in spite of all this, and not because of it, we have found time also to be the greatest manufacturing people as well as the greatest agricultural country; and, in fact, we might go on using the adjective "greatest" until threadbare and meaningless, did native modesty not forbid, and still keep well within the strict bounds of truth and conservatism.

We stand convicted before all the world with the crime of "commercialism"— whatever that is — but in simple justice let it be said that we came honestly by our talents in the science of trade. We simply inherited them from our several mother countries, and have improved on the parental stock by cross-breeding.

It was an Englishman who tried to insult us by calling us "shopkeepers," and giving out the impression that the whole Atlantic coast resembled the 5 and 10 cent counter in a "bargain basement"; and yet it is a fact that there is not a shilling in the whole of England that is not tainted and even saturated by "trade." The island is simply a seething nest of middlemen and non-producers who live and thrive, more or less, on the profit made from *trading*

FROM PHOTO LOANED BY DRY GOODS REPORTER

THE F. JOHNSON CO.'S STORE, HOLDREGE, NEBRASKA

in the products of about one-fifth of the earth's surface! England *produces* very little in comparison to what it buys and sells; and yet the name "tradesman" is considered as a reproach by the "best people" of England.

However, there is no disgrace in being a World Power in commerce. The Romans were a nation of shopkeepers before they became world conquerors. In a laudable effort to help history repeat itself, Uncle Sam has held down his chair at the cashier's counter with a chip neatly balanced on his left shoulder, and has kept it poised there with such ease and grace that the few attempts to dislodge it in the last hundred years have proved quite unavailing and disastrous — to the other fellow. Your Uncle Samuel has been too busy with more important matters to dream of becoming a world conqueror, and probably never will bother about it, unless it becomes necessary, in which case he will take up the matter seriously and probably dispose of it in a way to meet with your entire approval — meanwhile, business before pleasure.

Even if we wished to do so we could not escape the Englishman's indictment. We plead guilty. In fact we are willing to admit that the most typical American of to-day is not the manufacturer, banker, workman, or farmer, nor yet the type of American tourist best known to the foreigner abroad. We prefer as a type the average merchant or "shopkeeper" who wins success in the face of competition — who thrives on hard work — whose measure of success depends largely on his individual effort — who is upright and *honest* — whose head is full of modern ideas in the best sense that the word implies. The type of business man who is charitable, philanthropic, and public spirited to the limit of his means — the man who believes in educational advancement and good government. He is the sort of man who loves his country, his home, and his home town — the kind whose civic pride takes the form of *financial* as well as *moral* support.

He necessarily must be a man of brains and energy, because in no other business is compe-

FROM PHOTO LOANED BY DRY GOODS REPORTER

THE RETAIL STORE OF R. R. MURPHY, AUSTIN, MINNESOTA

tition so keen. In order to survive he must be one of the fittest. His mind must be one capable of grasping every detail of his business. He must be painstaking, thorough, progressive, and inventive. Such is the type of men who make good shopkeepers and good Americans, and for this kind of man little apology is necessary in this world or will be in the next.

The large villages and smaller cities of this country to-day contain the finest examples of modern retail establishments in the world. Not even the largest cities can boast of more beautiful equipment or better stocks. In the big cities rents are high and space valuable. Beauty and convenience must be sacrificed to space-saving devices, except in the class of stores catering to the exclusive trade, able and willing to pay the highest prices, with something additional for beautiful surroundings.

In recent years millions have been spent in beautifying retail stores, because it pays to appeal to the artistic taste and love of beauty. Electric fountains, palms, cut-flowers, bright colors, and music have been known to coax the reluctant dollars from the pockets of customers at times when the pulling power of printer's ink had apparently lost its force.

Even the remote cross-roads storekeeper is awake to the fact that it pays to "spruce up" his store, to dress his front windows, display his stocks, put in new wall cases, fixtures, decorations, and to advertise. Within recent years even the butcher-shops have acquired the plate-glass and quartered-oak habit and the hardware man has discovered it pays to make his place of business attractive even to women, for the reason that the fair sex spend about 73⅔ per cent of all the money earned in this country, and it is a well-established fact that they will buy a cross-cut saw or a log-chain almost as readily as a pink sunshade, providing the goods are properly displayed and the price marked in in odd figures; a few cents lower than yesterday.

The modernizing of the country store is quite general throughout the country. Any traveling man can tell of hundreds of instances where rough board interiors and home-made furniture and fixtures have given way to mahogany, plate-glass, carpets, and lace curtains. This evolution of the old-time store is a healthful sign of the times. It is, in fact, one of the many happy results of a closer personal acquaintance and business relationship between the country merchant and the manufacturer or wholesaler in the big cities.

To-day the country dealer finds it profitable to travel hundreds of miles, even from the remotest coast, to the Great Central Market, where he

A MODERN RETAIL STORE IN CHICAGO

has the advantage of unlimited stocks to choose from. To encourage tens of thousands more to make this trip, the Chicago Commercial Association, composed of all the largest manufacturers, wholesalers, bankers, and business men generally, was formed. It aims to extend the city's trade even to the farthest corners of the country. Country buyers are given excursion rates over twenty-four trunk-line railroads, and connecting lines, including almost every important railroad in the country, thus permitting the dealer to come to Chicago on fast trains, do his buying and return home with the minimum loss of time, and at the lowest possible expense.

O. T. JOHNSON CO.'S STORE, GALESBURG, ILLINOIS

The distance to Chicago is not reckoned in miles, but by the number of hours required to make the run. The wonderful web of transportation facilities, which has Chicago for its common center, simply annihilates distance, and makes one hour of to-day equivalent to a full round of grandfather's clock in the "good old days" of stage-coach and steamboat.

Time was, and not many years ago, when the country storekeeper was a man of leisure. The local grocer, dry-goods man, hardware dealer, each had a comparative monopoly in his field. The modern store of to-day was an unknown quantity, both in city and country. As a rule, the country dealer "handled" but few lines of goods, which he bought largely as a matter of habit, from certain personal friends among the "drummers."

Should, perchance, the dealer's stock run low, or become partially exhausted before the semi-occasional visit of the representative from the "house," there was little thought of buying from some other firm, or even sending in a mail order. The country dealer depended on the traveling man also for news from the outside world relating to the business, and the probable trend of future prices, often buying in large or small lots as the advice of the traveling man indicated. The "trade paper" was then unknown. The drummer had a monopoly of publicity in this particular field, and therein he served his clients honestly and well.

To-day the traveling representative of the big wholesale houses is too busy for the social amenities. He works on a fixed schedule, and must "make his dates," though the heavens fall. Advertising and trade publications keep his customers as well informed as he is himself as to trade conditions, and there is no longer a glamour of adventure and romance in the life of the "commercial traveler."

There was comparatively little advertising done in the old days, and that little was generally of the "standing card" variety, and was done largely in the spirit of good-fellowship, or as a sort of contribution due to the country editor, and not to be regarded in the light of a business transaction. Modern advertising methods were not considered within the possibilities of country

storekeeping. Up-to-date fixtures, furnishings, and modern equipment were unthought of, and modern filing and billing systems unknown.

As to general appearances one country store was as nearly like every other as it was possible to make them, with some slight allowance to be made for the idiosyncrasies of the country architects and builders. If the store exteriors were similar, interiors were comparatively identical, in furniture, stock, and fixtures. The atmosphere too, may have been classed as a fixture, in that it was as unmistakable of identity as the nail kegs, soap boxes and cracker barrels grouped about the stove. The "Little Red School House" which crowned the most convenient hill in each school district was no more typical of the time and conditions than was the country store of the "backwoods" district.

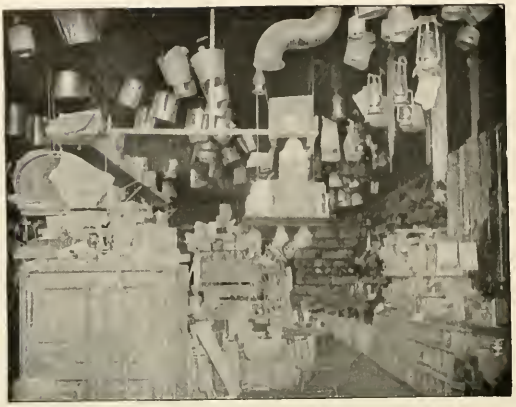
EVOLUTION OF THE COUNTRY STORE

The country store of our grandfathers is, however, not to be reviled or despised. It served its purpose, and in addition to its own mission in life often had thrust upon it the added burden and responsibility of the post office, the polling place, and the social club of the vicinity. It was also the forum of the budding orator and the full-blown politician. From the ranks of the country storekeepers of the old school have come many of our merchant princes, captains of industry, men of affairs, and leaders of men. The general store was the outpost of commerce and primitive though it was, it contained the germ idea of the modern up-to-date retail store in which is found to-day all that is typical of the highest development in the science of modern business management.

To trace the evolution of the modern store would involve a discussion of many of the greatest inventions and triumphs of the age, as well as the development of many factors which to-day bring the country and city in closer relationship. Chief among these are the railroads and mail service, telegraph and telephone, together with the thousand and one inventions and improvements, without which modern merchandising in the country districts would be practically impossible.

Where days were formerly necessary to transport goods from the country to the city, as many hours are now sufficient. In the old times country dealers were forced to buy in large quantities at long intervals, thereby tying up the greater part of their working capital in slow-moving stocks. The dealer was forced to become his own banker, and to some extent a speculator. Wholesale prices were greatly influenced by the quantities of goods ordered, thereby tempting the buyer to overstock, and compelling the limitation of business within certain narrow lines. To-day the country dealer may buy in comparatively small lots, at frequent intervals, and in great variety, permitting him

WINDOW DISPLAY, REPS & JUNGK, INC., CEDAR RAPIDS, IOWA



INTERIOR VIEW OF AN OLD-FASHIONED HARDWARE STORE

to turn his stock often. Right here we have the basic idea of the modern store — a *little of everything*, bought right and sold quickly.

MODERN EQUIPMENT.

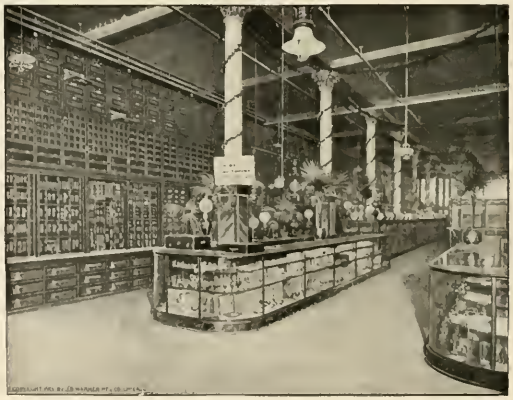
One of the prime necessities for a modern retail business either in city or country is modern equipment in show-cases, shelving, filing-cases, and many other modern improvements which make for convenience and time-saving, enhance the appearance of the store and simplify salesmanship. In recent years storekeepers have come to realize that goods must be well displayed to sell rapidly.

Here is a picture, for instance, of the old-time hardware store: You would find a miscellaneous collection of tools, shovels, coal-hods, garden implements, rows of nail-kegs, kettles, etc., piled in heaps on the floors and stacked in corners, with dust and cobwebs everywhere. From the beams and ceilings above hung festoons of chains, lanterns, milk-pails, sprinkling cans, and everything that would hang up. Shelves, desks, and the top of every catch-all within reach were piled full of books, catalogues, old newspapers, and miscellaneous debris that would stock a rag-shop.

A few years ago a Chicago man, who had sold goods all over the United States to the hardware trade for many years, awoke to the fact that there was a crying need for reform in hardware store furnishings. He quit the road and began building on a small scale, a system of shelving, and glass front cases designed to hold ordinary stock of a hardware store. For years he led a struggling existence, finding it difficult to arouse the trade to a realization of the economy in the use of dust-proof and rust proof wall cases and shelving. To-day this system of shelving is in use in several thousand stores throughout the United States, and a large factory is taxed to the limit of its capacity in manufacturing this class of goods.

STORE ADVERTISING.

Advertising is the most important detail of any retail business. The use of printer's ink,



THE SAME STORE EQUIPPED WITH MODERN FURNISHINGS

though it may not be the only road to publicity, is the most direct and effective. A great many items of expense, usually charged under some other head, are a part of the advertising expenditure. Window display, fine fixtures, and decorations inside of the store are really advertising as much as outside signs or display ads in newspapers. The extra coat of paint on the store front or delivery wagon is intended to attract attention, and to remind the public that the owner is prospering, and therefore quite logically deserving of more prosperity and patronage.

No attempt will be made within the limitations of this article to describe in detail any of the numerous ways to advertise a retail business. There are so many differences due to varying local conditions that it is a manifest impossibility to give more than a general outline of the subject and even that will require a separate article.

Volumes have been written on retail advertising, schools have been established to teach the "art," and dozens of periodicals have been printed in the interest of those seeking light on this all-important subject. Every live business man must be interested in advertising. If he gives the subject the same study and care which he must devote to any important detail of his business, he will succeed. Advertising will pay all the way from nothing to a thousand-fold. The simple truth is that advertising is a profession, and a life study in itself, and probably more perplexing and difficult, particularly in relation to retail store management, than any other factor in the business.

Many successful retailers in the smaller towns, whose business is not large enough to permit of the employment of an advertising manager,

WHERE SPACE IS VALUABLE—A STAIRWAY DISPLAY IN A CHICAGO RETAIL STORE

are regular clients of advertising experts in the large cities, who furnish them with ideas, write their advertisements, furnish illustrations, and by other means help to push the trade of a business perhaps hundreds of miles away.

Some of the largest fortunes in this country have been built almost entirely through the power of printers' ink, but in modern retailing good advertising alone cannot bring complete success. If your advertisement attracts the people to your place of business it has done all that should be expected of it — salesmanship must do the rest.

A merchant who does not believe in advertising is simply not in the race. Those who advertise and stop at that will be numbered among those who "also ran," but they will never lead the procession. The great American public is ever ready to give the bulk of its patronage to the man who is up-to-date in his methods; whose place of business is cleanly and orderly, and whose rule is "honesty for the sake of honesty," and not "honesty is the best policy."

There never was a greater libel on Uncle Sam than to say that he loves to be humbugged. He may relish it at long intervals — say once in a year, on "circus day," but he simply won't stand for it as a continuous performance, either in the matter of food for his stomach or clothes for his back.

A member of one of the richest firms in the country was asked for the surest way to wealth for a young man with a little capital to invest. He replied: "Go to any good town in the West or Middle West, where the retail stores are old fashioned and behind the times, put in an up-to-date establishment from cellar to roof, establish connections with the best wholesale houses in Chicago, and advertise."

THE JOHN BENO CO STORE, MAIN AISLE, FIRST FLOOR, COUNCIL BLUFFS, IOWA

AMUSEMENTS OF CHICAGO

By FRANK X FINNEGAN

Next to the virtue, the fun in this world is what we can least spare. — AGNES STRICKLAND.

THE very busiest of the thousands of visiting business men who weekly pour into Chicago from every corner of the Middle West, to buy or to sell, has at least one vagrant thought for the varied and glittering amusements which the great city unrolls before him in theater, music hall, park, and garden. It may be that he does not talk quite so much of that feature of his trip before leaving home as he does of the urgent necessity of selecting his stock in person. He may not exactly dilate before his folks on the allurements of the primrose path that his fancy paints as stretching across Chicago, when the electric lights are lit, but he thinks of it just the same.

To provide a great variety of rational, healthy amusement and recreation for a resident population of 2,000,000 people, and a transient multitude within the city's gates, is no light task. The men who have undertaken it, and have risked their money in various amusement enterprises with the hope, but not the certainty, of getting returns on the investment, have made a close study of crowds and of public amusements in other cities, and have tried to benefit by failures and mistakes in the past; yet every year sees the wreck of one or more schemes intended to woo the coy dollar from the pocket of the amusement-seeker.

Practically everything in the line of public entertainment and amusement, from grand opera at $3 a seat to free public parks and free bathing beaches, is offered by Chicago at various seasons of the year. It is generally recognized in the theatrical profession as the best "show town" in the United States. This does not necessarily mean that a successful production will make more money here, but that it is sure of a fair verdict from the theater-going public.

Managers, actors, and producers recognize that they are more assured of a "square deal" in Chicago than in any large city of the East. Audiences in the lake city do not care so much who writes a piece or where it was first pro-

GREAT NORTHERN THEATER

Y M C A AUDITORIUM

duced — if only it has merit. In the East, they say, a producer from outside the charmed circle of Gotham, with a "star" little known to Broadway, has nothing like a fair chance of success, no matter how good his piece may be. The newspaper critics practically unite in demanding, "Who are these people?" and "Where do they come from?"

Thus the visitor to Chicago is assured of seeing the best plays in the country, if his inclinations are in that direction; for managers with good shows are always anxious to bring them to Chicago, where merit wins success and dollars. At six or seven of the leading playhouses, those in the down-town section of Chicago, there are always high-class dramas, musical comedies, or extravaganzas on view — often original productions; for Chicago is yearly getting to be more of a producing center. Several of the greatest successes of recent years were first produced in Chicago. Of eleven musical comedies and extravaganzas produced in Chicago during the summer season of 1905, only one, "It Happened in Nordland," had previously been seen elsewhere.

Last New Year's day there opened in Chicago the finest theater in the world devoted to vaudeville, built in a modern steel sky-scraper block that cost $1,000,000 before a tenant was admitted or the theater doors thrown open; and furnished more gorgeously and expensively than any other threater in the city. This may give an outsider some notion of the regard in which vaudeville is held in Chicago — or perhaps of the faith that its principal projectors in the West have in it. True, the theater could readily be devoted to other forms of entertainment should the demand for vaudeville fall off, but the fact remains that the newest, finest and most costly theater in Chicago was built especially as a vaudeville house.

AUDITORIUM THEATER

ORCHESTRA HALL

There are three other vaudeville theaters in the city, with weekly changes of bill, which give lovers of the "continuous" form of entertainment a sufficient variety of performers.

Four theaters devoted to melodrama and comedy dramas at popular prices, and three burlesque houses about complete the list of the down-town theaters, if the dime museum and several less pretentious theatrical entertainments be omitted.

But the amusement field of Chicago is by no means confined to the theaters, nor are all the places of simple, joyous entertainment enclosed by walls and roof. In the summer season, which begins about May 15th and lasts until the chill breezes of October warn of approaching winter, there is a fund of entertainment out-of-doors for the visitor as well as for the resident. And it can be secured at a cost varying from the car-fare of a ride to the public parks up to the bank-roll of the plunger who has a longing to buy everything in sight.

Public amusement parks, modeled on Coney Island on a miniature scale, are spreading over the country so rapidly that few of the larger cities are now without at least one, and Chicago has four. There are more than that, if all the beer gardens that aspire to be "amusements parks" were counted, but there are four large ones that advertise in the newspapers and are generally known throughout the city. Another one, on an immense scale, is now being built, and still another is projected for the lake shore, south of the old World's Fair grounds at Jackson Park, which would have the added advantage of a bathing beach.

"White City" is the largest of the amusement parks, and it had probably the most phenomenal success of any enterprise of the kind ever launched. Although located within less than a mile of a rival park which had been conducted for several years under the auspices of the street-car company, it sprang into instant favor, and crowds of 40,000 to 60,000 people, at 10 cents each, were common on Saturdays and Sundays. This year it is being enlarged, the promoters having learned many lessons during its first season. "Chutes Park" is the

STUDEBAKER THEATER

ILLINOIS THEATER

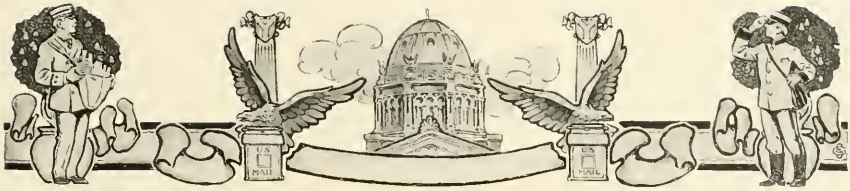
oldest of the amusement resorts, and "Sans Souci," near the Washington Park race-track, is very popular. On the far northwest side is "Riverview," by far the largest of the institutions, where festivals including 15,000 to 20,000 people are frequently held in summer.

Of a different type, but equally popular in their own way during the summer season, are the immense gardens where band concerts are given under the trees in the open air, where beer and Wagner mingle joyously, and where family parties gather round heavily laden dinner tables, and lovers stroll under the electric lights to the throbbing of Strauss waltzes. Last summer five bands of national reputation were engaged in Chicago at one time. The summer nights certainly shall be filled with music if the amusement-seeking Chicagoan has his way.

For the man from an inland town, far from the sight of water, nothing in Chicago holds a charm equal to that exerted by the great, cool lake, and for their amusement and edification a variety of short and cheap excursions are given. Probably the shortest and cheapest trip is made by a fleet of naphtha launches that run from the foot of Randolph Street to Lincoln Park for fifteens cents, taking ten to twenty passengers every trip. To Indiana Harbor and Michigan City, in Indiana, to South Haven, Benton Harbor, and St. Joe, Michigan, and to Racine, Kenosha, and Milwaukee, Wisconsin, the steamers go every day, and there are so many competing lines that sailing hours are frequent.

There is no better way of spending a warm Sunday afternoon, for instance, than by taking trolley trips through the city or into the country. Some of the South Side and North Side lines will show you the fine residence districts and take you to the largest parks. Then you can go "slumming" through the Chicago Ghetto on West Twelfth Street where the signs on the windows are all Yiddish — or take other cars through Bohemia, Poland, Italy, Sweden and other foreign quarters of the city. Chinatown in South Clark Street is within walking distance of your hotel. Delightful trips into the country can be made by trolley — Joliet and the Drainage Canal; Hammond, Indiana; Aurora and Elgin; and, most beautiful of all, to Fort Sheridan and the wooded bluffs of the north shore as far as you want to go.

GARRICK THEATER



HOW CHICAGO HANDLES ITS MAIL

AT an expense of a quarter of a million dollars for special machines, Uncle Sam has converted the basement and two lower floors of the new Government Building at Chicago into a mechanical post-office, the like of which the world has not elsewhere.

Clanking elevators, whose boiler-plate buckets each could carry a half ton; heavy and light artillery in the shape of large and small pneumatic tubes; whizzing baskets on tight wires, and a network of belt and tray conveyors, of various forms, criss-crossing and winding in and out above the aisles and cases, give the great building the air of a factory, to say nothing of the sounds of one.

All this machinery has been installed to make good the deficiencies of the $8,000,000 building for the purpose for which it was supposed to have been planned, and to provide for the growth of Chicago's postal business since the time, eleven years ago, when the building was begun.

Before describing the mechanical equipment of this "plant," the following figures of the magnitude of its operations are timely:

Chicago's daily average of mail matter handled, excluding Sundays, is about 4,000,000 pieces of all kinds, and one day recently the thirteen canceling machines passed the two million mark on letters alone, postmarking 2,014,000 pieces. Incoming pouches and sacks are being received at the rate of 8,000 a day, while nearly double that number is distributed. Stated another way, nearly, if not quite, 3,000,000 incoming sacks and pouches will be handled in 1906, at the present rate, and probably 5,000,000 distributed, while more than 60,000 tons of newspapers and periodicals will be weighed, handled and distributed in this one office, during the present year.

To handle this matter, the post-office department has on its pay-rolls, in Chicago alone, over 4,500 men, about half of whom work in, or travel from, the main office. The other half of this force is stationed at the branch post-offices, or "stations," scattered throughout the city.

The Chicago post-office occupies the lower floors of the Government Building, covering the full city block bounded by Adams, Dearborn and Clark streets and Jackson Boulevard. The building is 300 by 370 feet in ground dimensions, and includes about fifteen acres of floor space. Its gilded dome is 280 feet above street level.

In handling the vast tonnage of mail above indicated, the general scheme involves its receipt from various sources at the basement and first floor, its elevation in bulk to the second floor for primary or "coarse" distribution, and its descent to the main floor for further sorting into carriers' routes, or for outgoing pouches or pneumatic tube cartridges.

Mail dropped into the thousands of letter boxes all over the city is collected by carriers, and either delivered to wagons or to trolley mail-cars. When it reaches the main post-office it is thrown into one of the thirteen steel chutes on Dearborn street. When the contents of the car or wagon are all delivered to the chute, the receiving mouth is closed, and the whole load of mail is weighed, and dropped

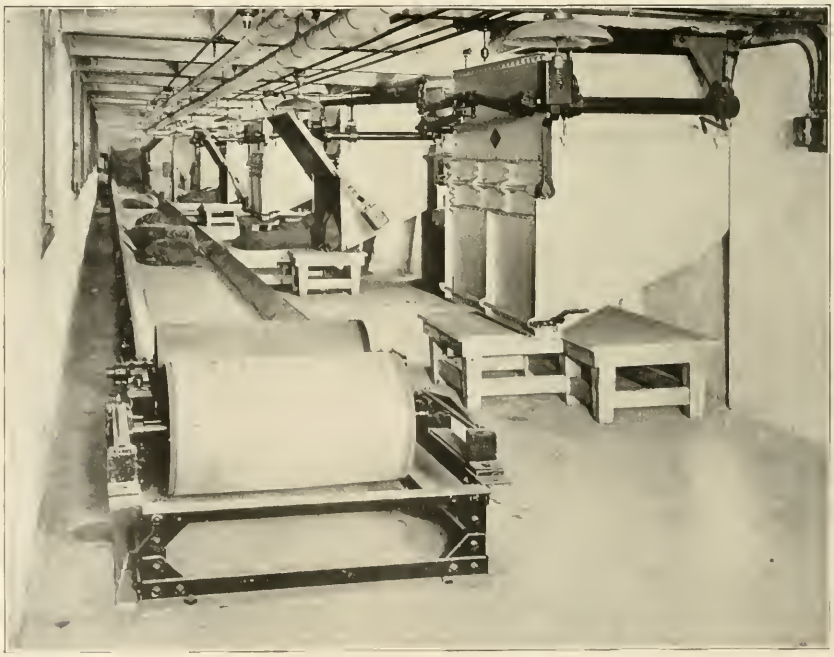
onto a moving belt thirty-six inches wide. This belt conveys its load of hundreds of bags to a second belt that moves up an incline at the rate of 600 feet per minute. The inclined belt throws the sacks onto a third belt moving at right angles, and this belt delivers the mail to one of seven lifts, or bucket elevators, that dump the bags onto a platform on the second floor, sixty feet above its base.

A force of men here empties the bags into one of two compartment hopper cars, that are arranged so that they dump into any one of twenty-one hoppers, over a series of eight tables. Scores of men, at these tables, "stack" the mail — in other words, face the pieces, feeding them into an automatic stacker — a moving belt device that stacks letters and conveys them on edge, to the canceling machines.

There are thirteen of these cancelling machines, which the Government leases from the patentee. Each machine handles an average of 500 to 600 pieces per minute, canceling the stamps and printing the postmark, the hour and minute being changed automatically.

After the mail is canceled and postmarked it falls into baskets which are carried to the "primary distribution" tables. Here the mail is sorted by states, or by groups of states, and packed into steel trays or cars, seven and one half inches wide, thirty inches long and six inches deep. These little cars when filled are set onto a moving belt conveyor that circles around three sides of the second floor, carrying the mail to cases, where it is distributed into R. P. O. routes, city routes, etc.

These little cars have an ingenious arrange-



CHICAGO POST OFFICE BELT CONVEYORS UNDER SIDEWALK

ment by which they switch themselves off at the proper station. At the front of each car is a numbered bar, with a guide that slides on it. The operator sets the guide at any one of the thirteen numbers corresponding to the destination desired, and the car floats along the belt, passing station after station, until the right one is reached, when it switches itself off onto a miniature siding, and is emptied by the clerks at the table.

These clerks sort the mail into railway postal routes and place it, tied in packages on a belt carrier which takes it to the pneumatic tube receiving station on the same floor. Here the fourteen clerks toss it into the proper one of the four inclined chutes that carry it down to the sending station on the main floor.

Mails no longer close thirty to fifty minutes before train time as they used to, because these pneumatic carriers are shot under the streets and under the river to the various railway stations, up to but a few minutes before the time of starting the trains. The clerks in the R. P. O. division must be familiar with the train schedule on the various roads because, for instance, a letter for Dubuque, Iowa, would be routed C., B. & Q. before 10:50 p. m.; Chicago & Great Western for the ensuing ten minutes, or up to 11 p. m.: and Illinois Central up to 2:55 a. m., any one of the trains delivering the mail in time for the first delivery next morning.

The underground pneumatic tube system is the largest of the kind in the world. There are three double-tube trunk lines, aggregating over eighteen miles of eight-inch cast iron pipe. Of these lines the stockyards branch is the longest, the station being six and one-half

END OF THE BIG PNEUMATIC TUBE SYSTEM IN THE BASEMENT OF THE CHICAGO POST-OFFICE

miles away from the post-office, requiring thirteen miles of pipe. Relay stations on this line are at Twelfth and Twenty-second streets on the Illinois Central, and at Armour avenue and Thirty-second street. Another system takes in the LaSalle Street and Union Stations, and a third, the Chicago & Northwestern Station with two termini. A continuous current of air moving thirty miles per hour is forced through these pipes, under a pressure of about ten pounds to the square inch. The cartridge or carrier that conveys the mail is seven and one-half by twenty-four inches, inside, holding about 500 letters. Carriers are sent, during busy hours, ten seconds apart, the result being that the same column of air is at times carrying several tons of mail.

Suppose Mr. J. Ogden Armour has an important bit of "copy" to send to the Saturday Evening Post, in Philadelphia. He intends to mail it in the morning from his down town office, but discovers it in his pocket at 2:15 in the afternoon, when he is at his Stockyards offices. He rushes a boy over to the Stockyards terminal, the letter is put into the tube at 2:20, reaches the main postoffice, six and one-half miles away, at 2:30; is sorted and routed, along with other mail for the Pennsylvania Limited train, and at 2:38 is in a cartridge shooting under the street to the Union Station. It arrives in the last of a continuous stream of these air-driven projectiles, and is opened and the contents distributed into pouches which are rushed to the train shed. The train is just crouching for its eighteen-hour spring to New York, but the last Eastern pouch, with Mr. Armour's red-hot roast on commission men, is thrown into the

OVERHEAD CARRIER SYSTEM IN THE POST-OFFICE, SIMILAR TO CASH CARRIERS USED IN STORES

mail car just as the huge engine sends its first ring of smoke to the vaulted roof of the big station.

There is another pneumatic tube system in the post office building almost equally interesting. It is known as the "house-system" and comprises sixteen stations, or thirty two lines, of four-inch, sixteen-gauge brass tubing. There are over 10,000 feet of such tubing used, and the cartridges travel in the tubes at about forty-five feet per second, or over thirty miles an hour.

All lines converge in a central station where one operator does all the receiving and sending. Each cartridge has a numbered collar and ring arrangement, so that the sender sets the ring to the number of the station which he wishes to reach. The operator at "central" picks up the cartridge as it shoots into the box, examines the number, and inserts it into the proper sending tube without opening. This line is used for communication between the various departments and for mail which employees in the building wish to send to the outside.

Chicago's new tunnel railway which began handling the mails on March 10, will be one of the greatest improvements ever inaugurated in the local mail service. The mail is brought on electric cars 40 feet underground and delivered to an endless belt conveyor which in turn carries the sacks to the postal clerks in post office basement. The whole mail system between the post office and all the railroad stations will be running before the end of June.

This method of handling mails passing through Chicago will mark a new régime for the rapid transit of mail matter. By the middle of summer the tunnel cars will be carrying 800 tons of mail every day.

THE FIRST MAIL ARRIVING AT THE POST OFFICE STATION OF THE CHICAGO SUBWAY OR UNDERGROUND RAILROAD, MARCH 10, 1905

This is barely a fragmentary glance at the equipment of Chicago's famous "Mechanical Post office." Columns might be written about the 1700 horse-power battery of water-tube boilers, the huge engines, pumps, air compressors, electrically driven fans and other heavy machinery in the basement. Other columns, and interesting ones, could be written about the almost military precision with which the thousands of clerks, carriers and other employes perform their tasks to the end that the public may get its mail with the least possible delay and at the greatest attainable average of accuracy.

The machinery equipment is primarily a room-saver, though it also saves both time and labor. It is all "special" in that it was built to overcome the particular and peculiar difficulties which the building presented.

In devising and designing mechanical means for handling the mails, the judgment and experience and ingenuity of Assistant Postmaster John M. Hubbard, and Frank H. Galbraith, superintendent of mails, were of the greatest value to the installing firms. Fred A. Busse, the new Postmaster, takes a keen interest in a further development and amplification of the mechanical systems already in successful operation.

THE RAILWAY MAIL SERVICE

The United States mail routes constitute the nerve system of the body politic. An accident, an unusual pressure, or an abnormal congestion at a nerve center will disarrange the whole commercial system. No matter what happens, the United States mails must not be delayed. It is well that the strong arm of the general government is back of this service, else in this complicated world of ours business paralysis would be a common ailment.

We drop our letters in the cross-roads mail box, or into the mail chute on the eighteenth floor of a sky-scraper. They vanish. We know that the carriers from the local post office will gather them up and bring us our return mail. The local post office therefore becomes for us the head and front of the United States mail service. But in fact it is a mere incident — a point of contact — a nerve end. The railway service is the spinal cord, the ramifying nerve-sheaths, and even the brain of this complicated system on which the business of the country depends.

You will see next to the engine in times of peace, and at the rear in times of strikes and riots, on nearly every passenger train, a mail car — railway Post Office (R. P. O's. they are called). There are thousands of them all over the country, forever moving. Here is done the bulk of the work of the department. Standing in the door of these cars as the train stops at a station, you will often see a man

DISTRIBUTING THE MAIL EN ROUTE

dressed like a common laborer in dirty overalls, coatless, collarless, and without a hat. He is the clerk-in-charge, the postmaster of this particular R. P. O. His post office may be a solid mail train of five cars carrying fifty tons of mail — quite as important a cog in the machinery as the postmaster of — well, Chicago.

Many a man has been surprised to find on his desk at eight-thirty in the morning a letter written and mailed four hundred miles away at nine o'clock the night before. Knowing that the train on which that letter must have come did not arrive until 7:40 a. m., he gives the local post office credit for very quick action. But the local post office had little to do with it. That mail was distributed en route in the R. P. O., and the letters were tied in bundles ready for the carriers to start out with on their first trip in the morning.

In the evolution of the railway mail service the work of the local post offices in the cities is being gradually eliminated. Connection is being made, as far as possible, directly with the carriers. This will be extended to the rural delivery wherever time will be saved by it; the local post office being used simply as a way station along the mail routes.

Chicago to-day is the greatest mail center on the continent. Seven hundred tons of this concentrated commerce flow through her gates every twenty-four hours. From every point of the compass, it comes to this great hopper to be ground out, separated, and sent to its destination. Why is this? It is because Chicago is the focal point of the continental fast mail lines. It is the point where the great links of the transcontinental mail chains are joined together.

From Boston, and New York, and Philadelphia, and Washington the fast mail trains on the Lake Shore and the Pennsylvania rush the mail designed for the West to Chicago. Here it is segregated and sent to the Northwest, the West, and the Southwest, on trains that hold the right of way over everything. To the Northwest to St. Paul, the "Milwaukee" runs solid mail trains — trains of five cars that carry nothing but mail, and make the run

THE FAST MAIL AT UNION STATION

of 412 miles in ten hours. The same is true of the Burlington to Omaha, while to the southwest the Santa Fe holds the key by having the shortest link to Kansas City.

It is a fact not generally known that tons of foreign mail, direct from England and the Continent for Australia and the Orient, cross this continent daily from Boston and New York to San Francisco and the cities of the Sound. It passes through Chicago.

If you want to see something of this tremendous mail traffic go to the Northwestern, the Lake Shore, or the Union stations between the hours of eight and ten in the evening. It is then that the bulk of the Eastern mail arrives and is transferred to the Western connections. It will strike you as a bit confusing. A large part of the mail has to be transferred across the city, and there is often less than an hour to do it in. Vans drawn by galloping horses wheel up to the curbing, and discharge their loads, then scurry away to make room for others. Solid train loads roll into the station and dump their contents on trucks which are wheeled to a waiting train and thrown pell mell into the open doors. Why the different links are not joined so as to avoid this needless friction of transfer, I do not know. An improvement is in sight, however. Contracts have been made with the tunnel company to connect the main stations and complete this transfer under ground.

The schedule time of the fast mails between the oceans is ninety-five hours. Of this, from eighteen to twenty-two are consumed between New York and Chicago, and ten between Chicago and St. Paul, Omaha, and Kansas City. Fully five hours of the total are consumed in transfers.

THE R P O THE RAILWAY POST OFFICE

CHICAGO AND THE GREAT NORTHWEST

By RICHARD A. HASTE

A FEW years ago some one sprung the question, "Where is the West?" and then proceeded to prove that direction is purely relative; that, in fact, the West is a will-o'-the-wisp depending entirely on the point of view; that if this viewpoint be Boston, the West embraces the entire continental zone, but if the viewpoint be Denver, the West is narrowed to the Pacific coast. This sounds plausible, but it is true only to a limited extent. So far as the United States is concerned our geographical nomenclature is rapidly becoming fixed.

As we reckon latitude from the equator, and longitude from a given principal meridian, so the mass of the people by common consent have chosen a fixed point from which to reckon directions — and that point is Chicago. Not only has the West a distinct habitation, but the segregation has gone farther and the Northwest and the Southwest have each a definite boundary which no man mistakes — this territory is as strictly defined as is that of the South.

Look at a map of the United States. What constituted the Southwest? Why, that portion of the country lying southwest from Chicago, embracing the states of Missouri, Arkansas, Texas and the Territories. What is the Northwest? That territory lying northwest of Chicago, and embracing Wisconsin, Minnesota, the Dakotas, Montana, a part of Idaho and Washington. What remains between the Mississippi river and the Pacific is the West — because it is west of Chicago. A term — the Middle West — is somewhat in vogue, embracing a number of states with Chicago as a center, but this simply overlaps and does not interfere with the commercial nomenclature that has at last become fixed in the minds of the people. Even the Canadians recognize the position of Chicago as the center of American activity by referring to that vast scope of country between Winnipeg and Edmonton as the "Canadian North-West." It is not northwest from Quebec or Montreal, but it is northwest *from Chicago*. And therefore it becomes the Canadian North-West.

The average citizen does not appreciate the vastness of this country of ours, nor the tremendous scope of its resources. He knows, for instance, that the Northwest extends from the Great Lakes to Puget Sound, and that it measures something over 500,000 square miles. But he does not stop to consider that that means a territory greater than the combined area of England, France, Germany, Belgium, and Holland. He knows that now it has a population of about 7,000,000, but he does not take the trouble to learn that when it becomes as densely peopled as Germany it will sustain a population of 135,000,000; or when compared with England it is capable of furnishing homes and a livelihood for 326,000,000 people. I am speaking of the *possibilities of*

SCOTTY PHILLIPS' HERD OF BUFFALO, NEAR PIERRE, S D

the Northwest alone. There is the West, the Southwest, and the South to be considered, each with possibilities similar to those of the Northwest.

At the rate we are moving, possibilities are not far removed from actualities. Our foreign immigration is steadily increasing, notwithstanding the checks imposed by legislation and a rigid immigrant inspection. Last year this foreign contingent exceeded one million. Our population is doubling every twenty-five years. What does this mean? It means a population of 150,000,000 in 1925 and 300,000,000 in 1950 — and the bulk of this increase will be found west of the Mississippi river.

The development of the Northwest has been unique. Until within the last fifty years immigration took care of itself — it was the overflow from the older civilization — it was composed of the restless spirits that have always worked their way slowly and painfully toward the setting sun. The East and much of the Middle West was settled under this old regime, in which the pioneer with his rifle, his family, and household goods, in a covered wagon drawn by a sure-footed ox team, was the central figure. It was this immigration that passed the Alleghanies and, following lines of least resistance, using the rivers and lakes as highways, conquered the forests and at last found itself on the edge of the great western prairies. It was this tide of immigration that settled Ohio, Indiana, Illinois, and flowed over into the southern part of Wisconsin. Then the railroads came and with them a new era — the era of rapid and cheap transportation.

A HOME IN THE NORTHWEST WILDERNESS

With the advent of railroads in the West the whole problem of settlement and industrial development underwent a complete change. The settler was no longer left to fight the battle with the wilderness alone. But railroad corporations with large grants of goverment land became the active moving force in the development of the country. And the Northwest was the field of the first campaign.

The material history of the Northwest is the history of northwest railroad development.

Fifty years ago — immediately after the completion of the ship canal that linked Lake Superior to the lower chain of lakes, the first transcontinental railroad was built — on paper. It was to extend from the head of Lake Superior to the Pacific. The financial crash of '57 put a quietus on the project. But the seed was sown and the dream became a tangible fact when the last spike of the Northern Pacific was driven a quarter of a century later.

Fifty years is not a long period in the life of

WILLIAM BURTON FARM, 12 MILES EAST OF ABERDEEN, SOUTH DAKOTA

a nation or a people, and yet within that time the Northwest has been literally created anew. Fifty years ago there was not a mile of railroad track within its boundary; now the total lines of steel aggregate 25,000 miles. Fifty years ago the wheat production was scarce sufficient to supply the few settlers with bread and seed; now the total production is close to 250,000,000 bushels, nearly one-half of the output of the United States.

Figures of commercial tonnage mean little unless they can be reenforced by comparisons. To state in figures the commercial tonnage produced in the Northwest would mean little to the reader. But some idea of the marvelous fecundity of that region may be given by noting the fact that the freight passing the canals at the "Soo" during the season of navigation of 1905 totaled 44,270,680 net tons — an amount more than three times greater than the total world tonnage of the Suez canal and twice the tonnage of the Suez, the Manchester, and the Kiel canals combined. And mind you, this is but a bagetelle of the tonnage of the Northwest — a mere side issue that takes advantage of the water transportation during a short season of 250 days.

In the making of the Northwest two figures loom large in the foreground — Jay Cook and James J. Hill. Possessing vivid creative imagination they both saw visions. They knew at first hand the tremendous resources of the Northwest. They saw what must needs come — an agricultural and industrial empire between the Lakes and the Sound country, and they bent their dynamic energies to bring it about. But they both made the mistake of attempting to develop the Northwest independent of the great commercial center of the continent—Chicago. Hill, however, saw the handwriting on the wall, and the purchase of the Burlington system by the two great Northwest systems, the Great Northern and the Northern Pacific, was his interpretation of that handwriting. The time has passed when Chicago can be safely omitted as a factor in any commercial problem of the West.

Not less important, but possibly less dramatic, than the roles of the Northern Pacific and Great Northern in the up-building of the Northwest were the parts played by the North-Western, the St. Paul, Chicago & Great Western, and the Wisconsin Central. These systems, which now have each fully 5,000 miles of trackage within Northwest territory, have rep-

THE END OF A BEAR HUNT IN NORTHERN WISCONSIN

resented the conservative element in industrial and agricultural development. With vast terminal facilities in Chicago they have connected this market place with nearly every town and county in Wisconsin, Minnesota, South Dakota and Northern Michigan, and helped to bring the whole Northwest into close and convenient trade relations with the GREAT CENTRAL MARKET — CHICAGO.

A FLOWING ARTESIAN WELL IN SOUTH DAKOTA

CLIMATE OF THE NORTHWEST

A community or a state as well as an individual may be slandered — and for the community there is no redress in the courts. The Northwest has been persistently slandered on the score of its climate. For some reason a lie runs faster than the truth; and a tale of the blizzards and awful cold of the Northwest will find lodging when the naked truth will be turned away.

I was once discussing this matter of climate

THE GOLDEN HARVEST OF THE NORTHWEST

IN THE DAIRY COUNTRY OF WISCONSIN

with a drummer who had traveled much in the Northwest. "People don't undertsand about the climate up there," he said. "Why, you go far enough west and you are bound to come to summer."

A glance at any isothermal map will show that the lines of equal temperature curve abruptly to the northwest after passing the head of Lake Superior. The average annual temperature of Edmonton is but one degree lower than that of St Paul. And in the valley of the Peace river, 600 miles north of the northern boundary of Montana, magnificent crops of grain are raised. And I doubt not that the time will come when even that country will raise corn as well as North Dakota.

The winters are cold — there is no question about that, but the humidity of the air is so slight that we do not feel 20° below zero as much as 10° above in Illinois. To compensate for the cold of the winter nature gives the Northwest an invigorating atmosphere that makes life worth living, even in a dug-out, and summers that are found only in that region.

From Fargo and Grand Forks west to the mountains, the winter climate is dominated to a great extent by the Chinook winds. As you near the mountains they become more prevalent. In the midst of winter, when the mercury has been hibernating in the bulb, the mountains to the west will become suddenly wrapped in cumulus clouds. Out of these clouds

A SUMMER DAY IN MINNESOTA

will come a wind, warm with the breath of May, and within an hour the mercury is hugging 60°, and winter has gone for a period at least. No finer climate exists than that of the great Inland Empire of which Spokane is the center. And west of the mountains, along the Pacific slope, even in winter you will find summer.

AN UNDEVELOPED COUNTRY

We are apt to think of the Northwest, with its railroads, its flourishing towns, and its up-to-date social organization, as a settled country. But that is far from the truth. The greater part is as yet a wilderness. And I am not speaking of the far west. The northern half of Minnesota is untouched, and the same can almost be said of northern Wisconsin and the northern peninsula of Michigan.

It is true that two railroads traverse northern Minnesota from east to west, and two more are now building toward the northern boundary, but they all pass through a country about as wild as it was before the pine timber was taken off. The vast plains of Dakota have scarcely been scratched by the breaking plow. Montana is unexploited, while the great timber and mineral resources of Washington are hardly guessed at. Notwithstanding all this, the old pioneer life cannot be found anywhere in this whole region. The railroads are preceding settlement — they are leading and coaxing the settlers after them. Every Northwest railroad has a well equipped immigration department, whose business is to settle the lands with farmers.

ALONG ROCK RIVER, WISCONSIN

James J. Hill in one of his forceful speeches, remarked, "Land without people is a wilderness, and people without land are a mob." And he has been trying for twenty years to bring this mob to the wilderness. With what success the immigration to the "Hill country" demonstrates.

A "BACK PASTURE," OR NEWLY CLEARED FIELD, IN NORTH DAKOTA

The Northwest has had three distinct periods of prosperity, booms we may call them. The first followed the Civil War and came to an end in 1872; the second began in the early 80's and continued for about ten years; the last is on now, has been on for five years. There was some pioneering twenty years ago, but the conditions have changed. The American settler now goes into a new country fully equipped to do business. He does not take his team and covered wagon, his family inside, and the hen-coop tied on the rear, driving his cows and a few sheep along. No, he looks up his location, buys his land, builds a shack, sells out his old place and takes a train to the nearest town where his family stays until things are ready. He does not wait ten years to get 160 acres under cultivation, but buys his machinery and breaks up eighty acres as a starter. In short, immigration has become a business, and the immigrant farmer a business man. There are exceptions; but I am stating the tendency, if not the general rule.

Chicago is united to the Northwest by bonds that render their interests mutual. Every man, woman, and child that goes into the Northwest to make a home are that much added to the future population of Chicago. Every farm that is improved and cultivated, every industry that is established, every town that is built, add just that much to the commercial capital of Chicago. On the other hand, every dollar that comes to Chicago is that much more capital for the upbuliding of the Northwest.

The influences are reactive — it is the law of trade. Each has grown, and will grow, as the other grows. And when the Northwest, with its thousands of busy towns, and its hundreds of thousands of fertile farms, comes to count the population with nine figures, will there be room for Chicago?

THE FAST MAIL TO THE NORTHWEST AT 70 MILES PER HOUR

CHICAGO'S GREAT SUBWAY SYSTEM

CHICAGO'S great subway, or underground freight railroad, is now ready for operation. It is the most complete and extensive of any tunnel system in the world. Though it is one of the greatest marvels of modern engineering and has been several years in building and has cost many millions of dollars, there are but few people, even in Chicago, who have any adequate idea of the magnitude of the undertaking or its vast importance to the industrial and commercial interests of the city.

Every street in the down-town district, and many outside streets, are duplicated forty feet below the surface by the tunnel system. The entire subway is electric lighted, perfectly dry, clean, and well ventilated. It would be a very comfortable and quiet thoroughfare for pedestrians were it not for the ever-present tracks and busy trolley trains with their queer-looking little motors of such wonderful power and capacity. These odd little trains are capable of a high rate of speed, but must be kept within strict limits because of the frequent street intersections and grade crossings.

The company and its engineers are proud of the fact that not a single life has been lost or even a serious injury resulted from the work of tunnel construction or operation up to the present time. Nor has the company been called upon to defend or pay any claim for damages of any kind. More than twenty millions of dollars have been expended in the building of this "New Chicago," and more than one-half of the total has been paid for labor. There has never been a "strike" or other labor trouble since the work began.

As a matter of fact, the subway promises to solve one of the labor difficulties which has troubled Chicago in the past. It is predicted that there never can be another teamsters' strike in this part of the city, because the sub-

LOADED FREIGHT TRAIN AT STREET INTERSECTION

way has a capacity of two and one-half times the present tonnage of the streets, and it is but a matter of a short time when the bulk of all heavy street traffic will be carried on underground.

In other words, if the subway is operated to only less than one-half of its full capacity it will be able to haul the equivalent of every bit of the freight now passing through the down town streets, and this includes coal as well as all classes of merchandise.

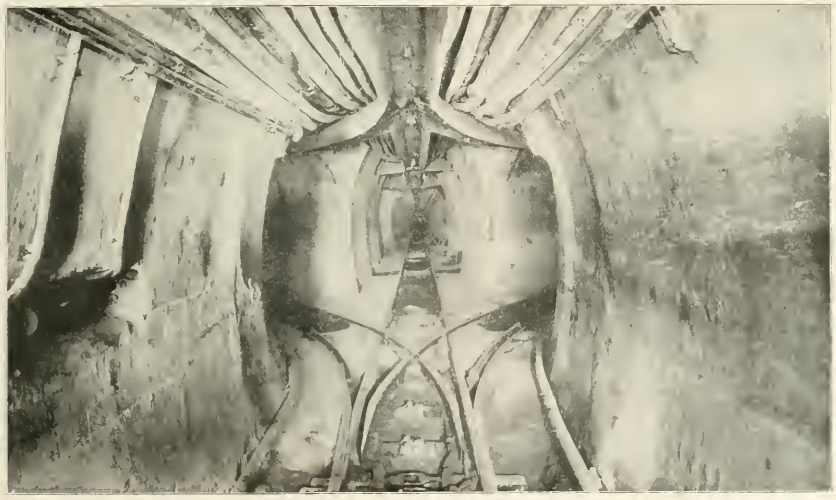
Practically the only thing lacking to bring about this great relief to the present congestion in the surface streets is the completion of the many hundreds of connections with big buildings, wholesale establishments, and other shipping points. This part of the work is already well under way. In fact, terminals are now ready for operation under dozens of buildings, and the new transportation facilities have been put to practical test in the removal of much material excavated in the construction of several new sky-scrapers.

An interesting test was had by the Chicago and Alton road recently, in which a car of coal was unloaded and dumped through a chute into the smaller cars of the subway at Van Buren Street, west of the river. It took one minute and twenty seconds to make the transfer, and eighteen minutes later the coal was all deposited in the bins of the First National Bank building, almost a mile distant from the point of loading.

Before the end of the present year the officials of the Tunnel company expect to be handling one-fifth of the freight and coal now being hauled by wagons. It is estimated that when the subway has reached one-third of its capacity, its gross business will approximate $20,000,000 annually.

The mail service, which is an important function of the subway, began operation recently. Practically all of the transferring of through mails between railway stations will be hauled in this manner in the near future.

The tunnels now reach forty freight houses, where they connect by elevator service, endless chain carriers, chutes, etc. There are twenty-four trunk-line railroads within this system, including six terminal stations. The



A TYPICAL VIEW IN THE SMALLER SIZED PORTION OF THE TUNNEL

average haul will not be over one mile for the bulk of the tunnel business.

Already the subway is handling hundreds of car-loads daily for excavation work, as well as the transportation of coal and ashes to and from the big down-town buildings. More than a half-million cubic yards of dirt, ashes, and refuse has been hauled out and dumped on the lake front, where the work of building Grant Park, by filling in a portion of Lake Michigan, is still in progress.

The plan of construction of the subway is somewhat unique. Most of it has been excavated under air pressure. The bore is egg-shaped, with walls of concrete. The walls are twelve inches thick, with a fourteen-inch bottom, or floor. The smallest part of the tunnel is six feet wide and seven feet and six inches high. In the short period of two months over five miles of this tunnel was completed, even to the tracks and wiring.

The work accomplished within the time named also included the necessary by-passes, intersections, lighting and drainage systems, etc. Thirty-five thousand cubic yards of concrete were placed for walls and floor and over 60,000 cubic yards of earth were excavated removed through the completed tunnel to the lake front and dumped in the lake.

This record has never been approached in the history of tunnel construction, even under the most favorable conditions.

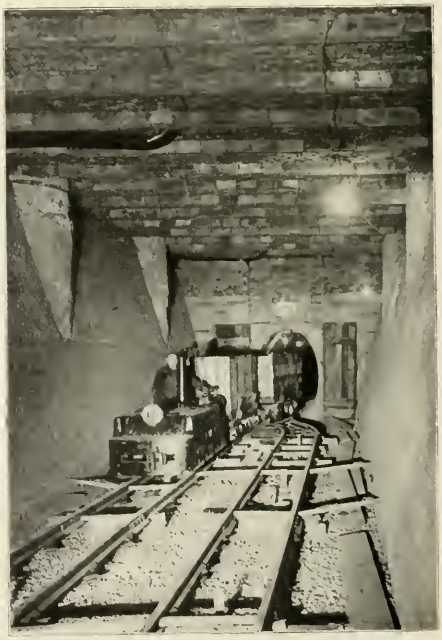
The construction of this work required a large force of men. The pay-rolls carry about 2,000 names. The entire designing and construction work have been under the direct management of President Albert G. Wheeler, and George W. Jackson, consulting engineer of the Illinois Tunnel Company.

While the tunnel is now open for business the work of construction is by no means complete. It is expected that eventually all the principal business streets of the city will be tunnelled. At the present time there are forty-three miles of single track ready for operation. The main tracks of the system run under ten north and south streets and fourteen east and west streets, with numerous branches extending under all the railway terminals and numerous other shipping points. There are fourteen tunnels under the river.

The estimated increase in value of Chicago property in the next ten years, on account of the subway, is $100,000.

This huge undertaking has gone steadily on for five years practically unknown to the swarms of persons upon the streets of Chicago. About the only external evidence has been an occasional shafthouse at the edge of a sidewalk, and most people who saw these structures had no idea what they were.

The building of this great system includes an elaborate automatic telephone system, ten thousand being in operation at the present time.



ENTRANCE TO MARSHALL FIELD & COMPANY'S TUNNEL BASEMENT, SHOWING TYPE OF ELECTRIC MOTOR USED

HOW CHICAGO HELPED FEED THE RUSSIAN ARMY

By RICHARD HENRY LITTLE

Richard Henry Little is a veteran war correspondent of three wars. He served one year in Cuba in the Spanish-American War, two years in the Philippines, where he saw much hard fighting, and finally was sent to Japan to join the army during the Russian-Japan War. After several months with the Japs, who refused to allow correspondents to go to the front, he secured a dispatch boat and attempted to reach Port Arthur. He was captured by the Russians and had a narrow escape from execution as a spy. Later he was permitted to join the Russian army and was with it in the field for a full year. He saw all the big battles of the war, including Liaon Yang, Sha Ho, San Ja Pu, and Moukden. At Moukden, the fiercest battle of the world's history, he was in the midst of the fighting for days, and was captured by the Japs during the Russian retreat to Tieling. Being a close observer, Mr. Little saw other things beside fighting, and this story has to do with trade conditions rather than the more serious business of war.—ED.

IT was like getting a letter from home. I had been rooting around in the stores of the Greek sutlers at Moukden for an hour making guesses on whether the canned stuff I was buying with weird-looking Russian hieroglyphics on the labels would turn out, when they were opened up on the march, to be corned beef or candied figs. The Japanese and Chinese "tinned" stuffs were a little bit easier. I could show the cans to my Chinese boy and he would tell me what they were, or almost.

"What thing this, Ding?"

Ding would wrinkle his brow and ponder deeply over the characters on the tin.

"Him all same chow."

"Sure, thought it might be cast-iron stove."

"No, him chow." Any kind of food in pigeon English is chow.

"Well, of course it's chow. But what fashion chow?"

Ding would carry the tin out to the street and engage in a violent argument with the Chinese loafers in front of the shop. Then he would return.

"Him chow all same moo, moo." He would put his hands to his head to imitate horns and would continue to moo in a most threatening manner.

So I knew that can contained beef. Ding found it comparatively easy to tell me when the tins contained beef, pig, duck or chicken. He could imitate these animals very well. But it was different when it came to canned fruits. Ding's imitation of a preserved apple was very poor, and when he tried to make a sound like mustard it was heart-rending. I couldn't tell whether

АЗДЪМЖЛNНЗ

indicated fresh country butter or patent bedbug exterminator. So I bought the cans that had the prettiest labels. This was not always a good and safe practice. I recalled one night when I squatted down in the snow of the bleak Manchurian steppes to eat the last tin of food that I had in my saddle bags. I don't know what I had thought it was when I bought it. The label was a beauty. It had a picture of a very beautiful girl wrestling with a cute little ewe lamb. I decided just before I opened the tin, as I sat there and studied the label by the

light of my last match, that the tin contained either mutton or lamb's tongue. Oh, joy! In feverish haste I chopped open the tin with my faithful Cossack's sword and took a large bite. It was not lamb's ongue nor yet mutton. I hate to think of what it did taste like. Anyhow, I ate no more. I carried it back to Moukden with me and found it was some sort of a tallow dressing for leather.

All of which is merely to show why the name *Chicago* suddenly seen on a meat tin in a Greek sutler's store away out there in Moukden was like a letter from home.

The name *Chicago* held me spellbound. What didn't that word mean to me! Michigan boulevard on a spring morning with the ozone rolling in from the lake, and again at night with the million and one lights glowing out of the blackness; and Lincoln Park and the crowded streets downtown, and *home*. I came down to earth after awhile and found that that word Chicago also stood for Corned Beef. It said so just above the word Chicago.

C-O-R-N-E-D B-E-E-F. I could read that though I spelled it out just as though I had never read a word of English before in my life. Corned Beef. No insect eradicator or harness dressing in that. Just Corned Beef. And Chicago Corned Beef at that. I bought all the visible supply. Thirty six tins. "Tins" notice. I used to say "cans" after the Chicago fashion. But I foregathered with the Britishers so much in the East that I learned to say "tins." It was weird, almost pathetic, that meeting between me, a loyal son of Chicago, and a can of Chicago Corned Beef away out there in Moukden, surrounded by Russians and Chinese and Hun Hutzes and the Japanese hanging around outside. But after that I got used to it, for all winter long American food stuffs and drink stuffs and small articles were to be found in the Greek and Chinese shops in Moukden and along the front of the army, and most of these supplies, too, were from Chicago. For some reason or other, the Chicago salt was saltier, and the Chicago sugar was sweeter, and the Chicago corned beef was cornier than any other — to me, even away out at the front where the Greek sutlers brought their wagons and sold supplies at a price that would have made the lamented Captain Kidd blush with shame. I have bought tins of various foods and bottles containing malt and spirituous liquor (for snake bites and medicinal purposes

"YEITAI'S," A CHINESE AMERICAN "DEPARTMENT" STORE

only). Most of the Chicago supplies came up from Tientsin on the railroad to Tsinmingtung, and thence by wagon forty miles across country to Moukden. We had Chicago beer and Chicago bacon and Chicago corned beef and Chicago pickles, and Chicago ham and Chicago whiskey. The Chicago whiskey was a great burden on the hands of the Greek sutler that imported it. Even after the American military attaches with the Russian army had thoughtfully laid in a supply big enough to bid defiance to all the boa constrictors in the South American jungles in case the war should suddenly shift to that part of the globe, the Greek still found himself with a great stock of Ameri-

GREEK SUTLER'S SHOP, RUSSIAN SETTLEMENT

HEART OF BUSINESS DISTRICT, MOUKDEN

can whiskey on hand and no buyers. The Russian officers would take the bottles up and look at them and then shake their heads and turn around and buy imitation vodka that tasted like turpentine and which biteth like the adder. Finally we made a suggestion to the Greek and he manufactured a stencil which said in Russian "American Cognac." The Russians are inordinately fond of Cognac, French, English, American, or any other kind. The Greek sold off his whiskey like the proverbial hot cakes. There was such a demand for American food stuffs that, as the supply was comparatively small, the Japanese imitations were eagerly snatched up. The wise Japs did not propose that such a market as the Russian army offered should be lost to them. Of course, their goods were not wanted inside the Russian lines, and so they sent their imitations of American goods in enormous quantities up the railroad from Tientsin to Tsinmingtung and across by the wagon road to Moukden. The Japanese have been imitating the American brands of food stuffs and supplies so long that it was an easy matter to send great quantities of all sorts of eatables in a short time. *The American manufacturer usually sends just enough of his goods to the East to assure prospective buyers of their worth, and to create a demand for them, and then he steps aside and lets the Japanese reap the harvest with their imitations.* The Jap imitations are of the poorest quality

RUSSIAN OFFICERS STANDING IN LINE, WAITING TURN TO BUY SUPPLIES FROM R. R SUPPLY TRAIN

imaginable, and the labels, while supposed to be a correct imitation of the original, are of the "English-as-she-is-Japped" kind and wouldn't fool a ten-year-old American school boy; but unfortunately the majority of Chinese and Russians do not know as much English as the ten-year-old school boy above referred to, and so the Jap imitations had eager buyers. The Japs in trying to copy the English spelling on our labels invariably made a frightful mess of it. I remember a brand of baked beans that was spelled on the Jap imitations labels as "Bakked Beenns." One of the American articles in greatest demand in the East generally, and especially in the Russian army, was condensed milk. The American brand which had the greatest sale had for its trade-mark a cow with "unsweetened" printed across the animal's side. On the Jap imitation the cow was a sad-looking beast, a cross between a rhinoceros and a pterodactyl, and on its side was the word "Unnsweatenad." The label also stated that this "mulk is madd of evapported creem in finest diary district of U. S." A Jap imitation of American bourbon, which was mostly cheap alcohol and logwood, bore as proof of its virginity the inscription: "Made under infurnal laws of United Sttates. Bootled in Bond."

The Russians became painfully aware, after a few experiments, of the difference between the real American article and the Japanese imitations, and used to send after some of us Americans to view the stocks in the Greek and Chinese shops, to point out the true and the false; a loving service that we always regarded as a patriotic; even a sacred duty.

The Russian army in the field, numbering almost one million men who subsisted almost entirely on imported food stuffs, and who were partial to American products, offered a great opportunity to American packers and manufacturers, an opportunity which they failed to embrace.

ONE OF THE PRINCIPAL STREETS IN MOUKDEN

They seemed to regard the Russian army as closed to them, except by the route through St. Petersburg and Siberia, in which they had to compete with the European food stuffs, and over which the cost of transportation was excessive. And yet all the time the route from Tientsin to Tsinmingtung and across by road to Moukden was wide open — a short distance and low tariffs. While I was in Moukden any amount of catalogs and letters came there by way of Europe ad-

dressed to "The American consul of Moukden." It was a great mystery to me. It had been repeatedly published in the newspapers that while an American consul had been named to Moukden shortly before the war, the conditions were such that the man named as consul, Mr. Richard Cheshire of Pekin, had been ordered not to go to his post until the hostilities had ceased. Yet here were manufacturers and packers, who were supposed to be informed in regard to trade conditions in the East, who supposed that our consul was at Moukden and who insisted on wasting

WHERE CHICAGO CANNED BEEF IS SOLD

PACK PEDLER SURROUNDED BY EAGER BUYERS OF AMERICAN GOODS

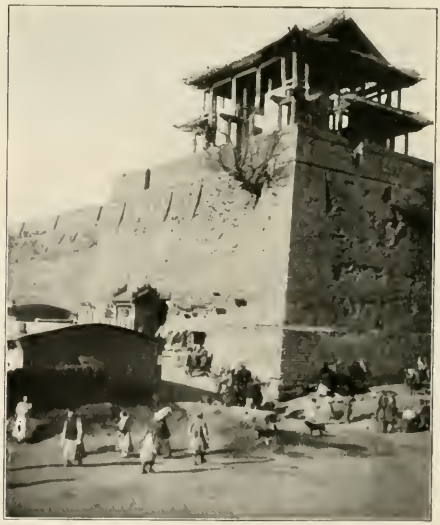
their letters and catalogues on the desert air. The Russian postmaster at Moukden used to dump all this stuff addressed to the consul on the American attaches and correspondents in order to get it off his hands. It was not the most interesting reading in the world, but as we had no late novels or magazines full of the latest graft exposes, we had to content ourselves in poring over the latest models of cooking stoves and automobiles and reading the circular letters which, under the circumstances, were as funny as Puck or Judge. A letter which said: "Sir: We would like to introduce our grand pianos into your territory, and would appreciate a report from you," etc., etc., filled us with special glee. We replied to that particular communication. We took up each paragraph on which the manufacturers wanted information and answered it in full. We said that the one crying need in Manchuria at that moment was grand pianos. We pointed it out that it was music that stilled the savage breast and that the Russians wished something like twenty-five thousand grand pianos to place in the trenches in front of the Japanese, so that the Yellow Peril could be lulled by the sweet strains into peace and tranquillity. We said we thought the particular kind of grand piano needed in Manchuria, was one on wheels, so that it could be moved about readily during a battle so as to soothe the dying. We also thought

A FOOD SUPPLY TRAIN DIRECT FROM ST. PETERSBURG

BUILDING SUTLER STORES IN MOUKDEN, TO PROVIDE FOR INCREASED TRADE

it ought to have a soup-boiling attachment, and be so arranged that when properly approached at night it would become a folding bed. We ordered fifty pianos to fulfill the specifications we had made; but somehow they never arrived.

In China outside of Manchurian area I saw many doings of American manufacturers that were on a par with the proposal to ship grand pianos into a primitive war-torn community. At one Chinese port I was told of two hundred bicycles that had been shipped out to the East for the Chinese trade. The wheels were of the best make known in America. They had been marked down to the lowest possible figure, and every wheel was a big bargain. But the Chinese walked right past, after one scornful glance in their direction, and almost fought each other to buy a shipment of Japanese wheels that had arrived at the same time the American wheels had come. The American wheels were honestly built, and would last years where the Jap wheels would last months. The American manufacturers of these wheels, conscious of their superiority, had not wasted any time thinking what sort of a wheel the Chinese would like to have. They knew their wheels were good enough for any American, and therefore they were plenty good enough for a Chinese. But the perverse and stiff-necked heathen bought the flimsy, cheap-built Jap wheels and never looked thrice at the American bicycles. This was because the Japanese manufacturers had studied their customers. The Jap wheels were drop-frame in construction, the American were diamond frames. *The Chinese wears a robe, therefore he wants a woman's model bicycle* instead of the man's diamond frame pattern! Moreover, the American wheels were of a sombre black, while the Jap bicycles were as gorgeous as a peacock. And, more than all, the American wheels had the conventional little ting-a-ling bells on the handle bars, while the Jap wheels had great clanging gongs that sounded like an entire fire department responding to a 4-11 alarm. Many estimable Chinese



CORNER OF THE MANCHU WALL AT MOUKDEN

gentlemen when selecting a bicycle merely walk around among the machines clanging the bells. A Chinese loves a loud clanging bell. It soothes his ear and drives away evil spirits. This is all bosh, and makes the level-headed American manufacturer smile, but the Japanese bicycles were long ago sold, and the American wheels are there yet!

Another little peculiarity of the Chinese was exhibited in the sale of phonographs in North China. The Chinese are very fond of phonographs and buy them eagerly. But one entire shipment went begging because the Chinese happened to look closely at the trade-mark

PAGODA IN CENTER OF MOUKDEN

FOOD SUPPLIES ARRIVING FROM TSIN MING TUNG

which was that of a dog sitting in front of a phonograph listening intensely. The label was "His Master's Voice." That trade-mark was a great hit in America, but the Chinese turned from the machine in great anger because they said it was easy to see from the picture that that particular kind of phonograph was only intended for dogs! A Chinese is not a dog, and therefore he is not to be insulted by giving him a machine intended only for canines. Those machines would still be waiting purchasers only the agent was wise enough to take them back into his warehouse and put an artist to work on the trade-mark. When they again appeared the dog had disappeared and in his place was a very wise looking and richly dressed mandarin. Then the agent couldn't hand the machines out fast enough.

After the battle of Moukden and the retreat o Tieling, during which the Russian column to which I was attached was captured, I had great opportunities for chats with Japanese officers on a great variety of subjects. In fact, with soldiers with fixed bayonets prowling in a nice little circle all around me night and day I had opportunity for nothing else except sleeping and banqueting now and then on rice and cold fish. The Japanese officers, with the secretiveness for which their race is famous, always tried to make these little talks one sided. They always wanted me to do all the answer-

A TYPICAL SALOON

ing while they smiled and bowed and gracefully side-stepped every question I put at them. But one night when we were thumping along in a box car on the way to the coast everybody, including the Japanese, became extremely confidential. A Russian officer produced from some hidden pocket in his great overcoat a quart of vodka. The Japanese had been doing the honors with saki. Vodka is bad. Saki has not the same innocence as sarsaparilla or root beer. Vodka and saki combined would make the Sphinx sit up and tell her real name and why her first husband got a divorce. The Americans talked, the Russians talked, the Japanese talked. We Americans modestly admitted that the United States could lick the world. The Russians wept and said the reason the army retreated was because the officers lost their compass and thought they were marching south towards Japan when in reality they were going north and away from the enemy. The Japanese officers became excited. They snapped their fingers and jumped up and shouted:

"But now that we have finished the honorable Russians our next war will at once immediately now begin. The war of the honorable Japanese against the most honorable Americans."

"Our navy is better than yours," volunteered one of the patriotic Americans.

"Ah," shouted the Japanese, "this is not to be the war of the honorable navies!"

"Our honorable army's better than yours," insisted the same American.

"No," went on the Japanese, dancing up and down, "it will not be the fight of the honorable armies. This the next war will be the fight of the honorable commerce."

"Our honorable commerce is better than yours," insisted the patriot from the land of liberty.

"No! No! No!" shrieked the Japanese, "you Americans are now dreamers, you are as much the times behind in trade as were the honorable Russians in war. You call yourselves the cute Yankees. You think you are of all the world most clever. So did the honorable Russians think they were the greatest of war nations. But just we the honorable Japanese study in Germany, in France and in England for all that is best for army, for navy, and adopt it and much improve, so have we ransacked the world to find out the best commercial methods. We find all best systems, all most honorable tricks, what you call 'business is business.' We learn these things, we can what you say to beat you at the game of your own. Just as in the war we suddenly astonish all the world with our honorable Shimose, which is of all explosives the most deadly, so in the great war of the commerce we also will have Shimose. Wait, you shall see!

And since then the American manufacturers have seen their Chinese trade entirely wiped out in some provinces and seriously threatened all over the Chinese empire by the present boycott on American goods. I have often wondered whether the boycott was the "Shimose" the Japanese officer spoke about.

THE RUSSIAN RETREAT FROM MOUKDEN

EDUCATIONAL INSTITUTIONS OF CHICAGO

FORMER issues of this magazine have contained a series of articles on the educational advancement of the Middle West in which mention has been made of all the principal universities with the exception of the University of Chicago and the Northwestern University, two of the largest and most liberally endowed institutions of learning in this country. Following will be found a little interesting history of these great seats of learning, together with something of their aims for the future and their work of to-day.

It is a matter of history that the advance of higher education quickly follows and is ever proportionate to the growth and increasing wealth of cities or nations. America is destined to lead the world in the arts and sciences as it does to-day in commerce. Very early in its history, Chicago, as well as the whole West and Middle West, began to lay the foundations of its educational institutions. It has built so wisely and so well that educational advancement has kept pace with its marvelous growth in commerce and manufacture.

In addition to its universities, technical schools, many colleges and allied institutions of learning, the city has the finest public school system and more money invested in public school property than any other city in the world.

NORTHWESTERN UNIVERSITY

Northwestern University has been a positive factor in the educational and social life of the Middle West for more than half a century. During that time it has grown from a small Methodist School to one of the greater Universities of the country. Up to date, Northwestern University has graduated from its various departments not far from 10,000 men and women. There are enrolled on its books, now, young people who are grandchildren of its early graduates.

The location of the University proper in Evanston, a suburban city of refined homes, and the provision in the charter of the University that no liquor should be sold within four miles of its campus, have assisted the founders of this institution in their plan of making Northwestern University an institution which should be famed not only for its scholarship, but also for the moral upbuilding of its students.

The student who lives at Evanston and attends any of the departments of the University there, has the advantage of healthful surroundings, and the opportunity of mingling in a social and intellectual life that is at once inspiring and helpful.

The Campus of the University spreads along the shore of Lake Michigan for more than half a mile. It is wooded with stately oaks and has been described as one of the most beautiful spots in this country.

Athletics at Northwestern University have been remarkably free from the unhappy influences which have brought college athletics in other institutions into such disfavor among thinking people. The young man who wishes to become proficient in any athletic accomplishment has every facility for doing so under trained instructors and in the midst of wholesome surroundings.

Northwestern University is a co-educational school, young men and young women attending recitations together. The young women are housed in dormitories under the protecting care of experienced matrons. Young men

NORTHWESTERN UNIVERSITY MEDICAL COLLEGE

room and board in private families or at students' clubs.

An unusually large percentage of young men attending Northwestern University defray all or part of their expenses by their own earnings and the social life of the college is so democratic that the boy who works is exactly on a social plane with the young man of wealth.

Northwestern University has enrolled about 4,000 students, about 3,000 of whom are in the degree-conferring departments. It has several hundred professors, many of whom are men of international reputation. The University is a wealthy one, having real estate and income-bearing property amounting to about $8,000,000.

A meeting to consider the project to found a University in the vicinity of Chicago was held in this city on May 31, 1850, and was attended by the following named persons: R. H. Blanchard, J. K. Botsford, Andrew J. Brown, Henry W. Clark, John Evans, Grant Goodrich, Zadoc Hall, Richard Haney, and Orrington Lunt. It was unanimously agreed that "the interests of Christian learning demand the immediate establishment of a University of the Northwest." A committee was accordingly appointed to secure a charter from the General Assembly of Illinois, which charter was approved by the Governor of the State, on January 28, 1851.

College of Liberal Arts, in Evanston, opened in 1855, offers a full four years' course leading to a bachelor's degree, fitting young men and women for teaching or for admission to a professional school, and offering superior advantages in connection with the Schools of Music, and Oratory, the Theological Schools and Dearborn Observatory. Its courses include the whole range of scholastic training taught in any of the greater American universities, including arts, sciences, languages, and literature. Its physical, chemical, and astronomical laboratories are admirably equipped, and a new department of engineering has recently been added.

The Medical School, in Chicago, founded in 1859, was the first American medical school to give a graded course, to lengthen the teaching year, and to demand educational requirements for entrance. It provides a full four years' course, exceptional clinical advantages, and actual instruction at the bedside. This School has six affiliated hospitals, with 50,000 cases

NORTHWESTERN UNIVERSITY BUILDINGS AT EVANSTON

treated annually. It is a pioneer in medical education.

The Law School, in Chicago, was founded in 1859, and is one of the oldest schools of its kind in the country. Forty per cent of its students hold academic degrees. Nearly one-fourth of the practicing lawyers of Chicago received their training at this School. Its location in the heart of Chicago enables it to offer unsurpassed advantages in the way of nearness to the different courts and convenience of transportation from all parts of the city. The Law library includes the Gary collection, the finest library on Continental Jurisprudence in the West.

The School of Pharmacy, in Chicago, founded

in 1886, offers courses leading to the degrees of Graduate in Pharmacy, Pharmaceutical Chemist, Bachelor of Science and Master of Pharmacy. Practical training in Pharmaceutical, Analytical, Sanitary, Commercial, Manufacturing, Engineering and Mining Chemistry is given, and the School is equipped with seven large, complete laboratories and a good library.

The Dental School, in Chicago, founded in 1887, is the largest in the world, and includes capacious lecture-rooms, eight large laboratories, large, well-lighted clinic room, containing one hundred and sixty chairs. Thirty thousand cases are treated annually.

The School of Music, in Evanston, organized in 1895, offers a full four years' course in various branches of music, with shorter courses for special students.

NORTHWESTERN UNIVERSITY BUILDING, CLARK AND LAKE STREETS, CHICAGO

In close co-operation with Northwestern University, are: Garrett Biblical Institute, and Norwegian and Danish Theological Schools, Cumnock School of Oratory, Evanston Academy, Elgin Academy, and the Grand Prairie Seminary, Onarga, Ill.

The Academies prepare for college or for a technical or professional school. They give the student a well-rounded course in all the elementary branches, fitting him for a business career.

The students of the several departments of Northwestern University have unsurpassed opportunities for work in public and private libraries, including, Lunt Library at Evanston, the libraries of the different departments of the University, and other libraries, public and private. The students of Northwestern University have access to over 300,000 pamphlets and nearly 1,000,000 bound volumes.

The Law School, School of Pharmacy, and Dental School are comfortably housed in the Northwestern University Building, corner of Lake and Dearborn Streets, Chicago.

The University Campus has an area of about seventy-five acres, and is beautifully situated in Evanston, on the shore of Lake Michigan, twelve miles from the center and about two miles from the northern limits of the city of Chicago. On it are placed the buildings of the College of Liberal Arts, Garrett Biblical Institute, the Academy, and the School of Oratory. The school of Music and the women's dormitories — Willard Hall, Pearsons Hall, and Chapin Hall — are on Willard Hall Campus, distant from the University Campus about three minutes' walk.

Northwestern University was founded in 1851, and opened to students in 1855. It is an institution of higher learning, historically connected with the growth of Chicago. The faculties consist of four hundred instructors and assistants The students number over 3,500, nearly three thousand of whom are enrolled in the College and Professional Schools.

A VIEW OF THE UNIVERSITY BUILDINGS FROM THE MIDWAY PLAISANCE

THE UNIVERSITY OF CHICAGO

One of the obvious facts about the University of Chicago is its rapid material growth. It was only about twenty years ago, in 1886, that the old University of Chicago closed its doors and gave up its property in satisfaction of a mortgage which it could not redeem. It was not until two years later that the American Baptist Educational Society began to discuss plans for a new university, and it was not until 1890 that the present University of Chicago was incorporated. In 1891 William Rainey Harper accepted the presidency of the new enterprise, the first appointment to the Faculties was made, and ground was broken for building. October 1st, 1892, instruction was begun in Cobb Hall, students taking up their work in the building before the carpenters had left it and passing to their classes over scaffolding. It is since this time, in a period of less than fifteen years, that the present development of the University has been attained. This development, on the material side, may be suggested by a few summary facts. The University possesses a campus of more than sixty-six acres. It has thirty-four buildings, valued at more than four million dollars, the total value of the buildings and grounds reaching seven million dollars. The total assets of the University, including buildings, grounds, and invested funds, amount to more than nineteen millions, placing it among the most liberally endowed institutions in the country.

THE LAW SCHOOL UNIVERSITY OF CHICAGO

But more characteristic than its material development, striking as it is, is the spirit of the University. This spirit, in harmony with the temper of the city in which the University is located, is a spirit of utility, a desire so to adapt means to ends that in education, as in business, the largest economies of time and energy may be secured. By this it is not meant that culture and fine arts are slighted, but that in the organization of the University, its curricula, and its system of instruction, the aim is to impart knowledge to students in the most effective way. And it is considered no shame if, in the attainment of this end, legitimate methods which have been employed in the development of great business enterprises are adopted.

The purpose to provide an education which shall be of service and not merely an ornament to a privileged class, is indicated first in the wide scope of the University curricula. Instruction is offered not merely in the classics, the humanities, theology, or even law, but in science and economics, government, banking, accounting; subjects intended for a man of business. This expansion of the curricula is not peculiar to the University of Chicago. It is a ten-

dency to which all great American universities have responded in a greater or less degree. But in the organization of the University and in the system of instruction by which knowledge in the various branches is imparted it is believed that the University of Chicago has gone farther in the direction of adaptation to individual needs and economies of effort than any other American institution of a university character.

In the Colleges general instruction is offered in Arts, Literature, and Science, as in other institutions. The system of admission requirements and curricula is, however, different. Many institutions prescribe minutely the subjects which a candidate shall present for entrance, requiring specified amounts of Latin, History, Mathematics, and other subjects. In theory a graduate of a reputable high school which offers a four years course ought to be able to enter college. In practice, so rigid are the admission requirements of many American institutions that unless a man decides early in his high school course which one he wishes to attend and adapts his course of study to its system, he finds himself at the end of his course unable to enter without further preparation. He may have had a course of study which in quantity is equal to that demanded, but it differs in constituents.

The University of Chicago avoids rigidity of this kind by asking candidates for entrance to present fifteen units of work (a unit indicating roughly a course running through a year in a preparatory school) from a large list of approved subjects comprising nearly every study to be found in the widest curriculum. Of the fifteen units, eight and a half are prescribed but these prescribed units, three of English, three of language other than English, and two and one-half of Mathematics, are subjects which any student in a high school would take, without which he could hardly complete his course under any circumstances. The result is that high school graduates, even though they decide to enter college only at the last minute, if their work has been creditable, may enter the University of Chicago. The University asks no less preparation than other institutions, but it allows a wider range than many.

THE SCHOOL OF EDUCATION, UNIVERSITY OF CHICAGO

For the work of the Colleges the University offers three degrees, Bachelor of Arts, Bachelor of Philosophy, and Bachelor of Science. For these degrees there are naturally specific requirements; about one-third of the courses of a candidate for the degree of Bachelor of Arts, for instance, are prescribed. This curriculum corresponds to the traditional course in the classics and humanities and students must present for graduation, among other things, Greek and Latin. But it is possible for him to enter upon this course although

UNIVERSITY OF CHICAGO BUILDINGS

he has had no Greek or Latin in his preparatory school. For the degrees of Bachelor of Philosophy and Bachelor of Science there are other requirements, but Latin is not prescribed. The withdrawal of Latin as a prescribed subject was stoutly opposed at the time it was discussed in the spring of 1905, by instructors who believed in the cultural value of that subject, but this value which was admitted by many who advocated the change was not considered sufficient to meet the other arguments that in general students should be free to gain the education which is almost directly helpful to them and that the University, although it might advise a man even in science to study Latin for its broadening and humanizing effect; ought not to draw him away from his chosen field if he was firm in his desire to specialize. In other words, the principle prevails that the curricula should exist for the students and not the students for the curricula. And this corollary principle is accepted that after a student

has reached the college stage he is in general entitled to decide what constitutes his own interests. The University of Chicago is not committed to the complete elective system. It lays down certain group requirements. That is, a man is not permitted to present for his degree a hodgepodge of subjects from various quarters. He must offer a series tending toward a definite end.

The professional schools of the University, schools, that is, of Law, Medicine, and Theology, are graduate institutions. The University has adopted the theory that lawyers, physicians, and clergymen ought to be men matured by study and experience. The raw youth just from his high school is in no position to cope with the problems that law and medicine present and if he succeeds in obtaining a professional degree at the age of twenty or twenty-one, he is in no position to gain a practice. Therefore the University requires of its professional students a previous college training, but consistently with thorough preparation it economizes as far as possible a student's time. Thus, in the Medical Courses and in the Law School, there is a provision for combined academic and professional curricula by which the college course and the professional training are dove-tailed into each other, the first year of the study of Law standing as the last in the colleges, and the first two years of study in the Medical School as the last two in the Colleges, and a student may obtain both degrees in a period of six or six and a half years. A man who enters college when he graduates from his high school at the age of nineteen, which is perhaps a fair average, is ready to take up his life work at twenty-five. The preceding three years which, under a system of premature preparation he would spend almost inevitably in waiting for custom, he occupies in gaining a mental equipment that will enable him to deal with custom when he gets it.

Thus through the organization of curricula in the colleges and the professional schools, the University applies the business principle of definite application of effort. A more direct response to business conditions in a great business center appears in the work of the College of Commerce and Administration. The University does not undertake to do the work of a business college by giving instruction in short hand or book-keeping. Nor can it in any way give directly the value of business experience. But it is the theory of the University that a man's proficiency in business may be greatly increased by acquaintance with the fundamental principles of history, government, and economics, and a grasp of the English language. Therefore, to students who are looking forward to a business career, the University offers groups of courses in banking, transportation, trade and industry, and journalism. It should be pointed out that the courses in journalism do not consist of technical training in writing for newspapers but of an introduction to the great movements in industry, politics, and literature which claim the attention of the modern world and with which journalism deals. Furthermore, leading business men have been brought to the University to give special lectures on business problems such as insurance, transportation, the organization of retail stores, and others.

Undoubtedly more striking, however, is the response to business needs which consists in the organization at University College, in the Fine Arts Building, in the heart of the city, of special evening courses for railway and banking employes. The railway courses which were organized in the autumn of 1904 are practically supported by the lines which center in Chicago, each contributing a quota of the expense and receiving a proportionate number of scholarships for its employes. A large number of men is taking advantage of the opportunity to work in such courses as the Organization and Mechanism of Railways, Traffic Work, and Present-day Problems.

Such are a few of the principal characteristics of instruction in various departments of the University

CHICAGO COMMERCIAL ASSOCIATION TRIP THROUGH THE SOUTHWEST

By H. L. SAYLER

OVER six thousand miles were covered and twenty towns visited during the recent tour into the Southwest by the delegation of the Chicago Commercial Association. This was the most extensive of the several trade extension tours of the Association in 1905-1906.

The fourteen men composing the delegation left Chicago January 14 and returned February 5. The private cars Sunset and Columbia were used, and although no engagements or appointments were officially made with the representatives of the towns to be visited, in no place was there a failure to almost instantly meet some official body. Where formal meetings had not been planned by the citizens in anticipation of the arrival of the visitors, they were at once arranged for, and within a few hours the maximum number of merchants had been met, and more or less of the locality inspected by the delegates. In this manner, stops were made at Las Vegas and Albuquerque, in New Mexico; at every point of importance in California south of San Francisco; at Phœnix and Tucson, in Arizona; and at El Paso, in Texas.

In most of the cities there were formal luncheons or dinners, at which the most intimate relations were formed between the visitors and their hosts. The delegation was enabled to review not only the direct trade relations between the towns visited and Chicago, but to look more directly into the needs of the localities visited, and it is the belief of all those in the party that an immense amount of new information on this subject has been brought back that will be useful to the members of the Association.

There was an attempt in each town to get as far away as possible from mere "boom"

DELEGATION IN BOARD OF TRADE, SAN FRANCISCO

talk, and to reach an understanding as to those things needed in exchange between the locality and Chicago.

Much of the success of the trip was undoubtedly due to the pronounced attention given to the party by the railroads — the Santa Fe, Southern Pacific, and Rock Island. Every effort was made, and successfully, to move the two cars on schedule time; to do which the Santa Fe and Southern Pacific each created, when necessary, special trains to expedite the regular service, and the Rock Island attached the cars of the delegation to its limited train. The personal attention of the officials of the roads was most considerate and

CHAIRMAN W. M. THOMPSON ON HIS LATEST MOUNT, AT LAS VEGAS, NEW MEXICO

agreeable. Two changes were made in the prearranged itinerary, both for the purpose of securing more time in the cities visited, and with the approval of all concerned.

The gentlemen making the trip and the officers of the delegation were:

James R. Baker, James R. Baker & Co., commission merchants.

C. P. Coffin, Credit Manager Illinois Steel Co., manufacturers.

C. H. Crosette, Cutter & Crosette, men's furnishers.

Frank G. Hall, Keith Bros. & Co., hats, caps, and gloves.

E. L. Hasler, E. L. Hasler Co., fruit commission.

W. F. Hypes, Sales Manager Marshall Field & Co., dry goods.

J. P. Mann, Morris, Mann & Reilly, dry goods and jewelry novelties.

H. L. Sayler, General Manager City Press Association of Chicago.

F. S. Shaw, President the Cable Company, pianos and organs.

H. C. Staver, President Staver Carriage Co., manufacturers.

W. M. Thompson, Secretary Kelley, Maus & Co., heavy hardware.

Ralph Van Vechten, Vice-President Commercial National Bank.

Fred A. Watson, Watson-Plummer Shoe Co., boots and shoes.

S. E. Wood, Wood Bros., live stock commission.

W. M. Thompson, *Chairman.*
W. F. Hypes, *Treasurer.*
Neil Satterlee, *Press Representative.*
Augustus Knight, *Assistant.*

LAS VEGAS

After two days' travel, the delegation reached Las Vegas, New Mexico, on time. Although the arrival there was at half-past one in the afternoon, and in spite of the fact that the party was informally received, yet at 2:20 P. M. the delegates had already visited the Commercial Club, from which place they were escorted to a private trolley-car, on which they made a visit to the Gallinas Canyon.

On the return from the canyon, the members separated to make visits to the various business houses, after which there was an informal reception on board the train before its departure. At this place Mr. W. F. Hypes was unfortunately recalled by the death of Mr. Marshall Field, and he left the party with much regret.

Concerning the visit, the Las Vegas Optic said it was pleasing to see that leading business men were making personal trips, as it was "the best kind of evidence that the trade of the region is growing in importance.

New Mexico believes that with water its barren lands will rival the fairest California vales, and it does not hesitate to say that its inexhaustible supplies of coal are probably greater than that of any state in the Union, and that its other mineral resources are almost wholly undeveloped. And above all, it feels that not all this potential wealth can compare with its matchless climate."

The guests were entertained by the officers of the Commercial Club, who are F. H. Pierce, president; Isaac Davis, vice-president; Charles W. G. Ward, secretary; and George A. Fleming treasurer.

ALBUQUERQUE

Although the arrival at Albuquerque was just before midnight of the same day, the train had hardly come to a pause when it was boarded by a waiting committee. There was an immediate reception in the near-by Harvey Hotel, followed by a walk in the moonlight to the Commercial Club, with an incidental view of what a present "wide-open" town of the West means. After an hour at the Commercial Club, where, despite the lateness, many merchants had assembled, the visitors retired, to be met early the next morning by the local committee with automobiles and tallyhos.

Each portion of the town was visited, and a protracted stop was made at the plant of the American Lumber Company, where white pine is being handled on a most elaborate scale, and turned into an immense product of finished lumber, doors, and fruit-boxes.

At the suggestion of the railroad company, the stay of the visitors was cut short and their cars were attached to a train leaving at 9:30 P. M. Up to that hour, however, there was a pleasant meeting at the Commercial Club. The reception committee in charge of the visitors was made up of Col. W. H. Greer, Wallace Hesselden, A. B. McGaffey, J. N. Coffin, Maynard Gunsul, F. A. Hubbell, E. S. Stover, D. A. McPherson, O. N. Marron, and G. W. Stubbs. Of these Colonel Greer, although a young man, is at the head of a cattle and mining company capitalized at $18,000,000, J. N. Coffin is secretary and treasurer of the American Lumber Company, and G. W. Stubbs is a well-known mining authority.

The men of Albuquerque pin much of their faith in the future of what they predict is to be an "old-time" mining "boom" at Kelly, in the Magdalena mining district, which they think will rival Cripple Creek furore. This vicinity has long been known for its lead and silver ores. In 1904 it was also found that these

A SMILE OF WELCOME AT ALBUQUERQUE, NEW MEXICO

mines ran high in zinc, and the Sherwin-Williams Paint Company, of Chicago, bought the Graphic mine and has since taken out a million dollars in zinc ores from it. Other mines have been bought by Chicago people, and last year gold was also found, with copper, in the southern part of the district.

SAN BERNARDINO

Some loss of time from the scheduled itiner-

ary, which occurred in New Mexico after leaving Albuquerque, was more than made up by the Santa Fe officials when they created a special train for the delegation, and after a rapid run through the mountains of the Southwest reached San Bernardino, California, on schedule time, but in a heavy rain. The weather was the cause of great jubilation on the part of the citizens, who declared, with great satisfaction, that more than two inches of rain had fallen in the night. The earliest of the delegation to leave the cars were greeted by boys bearing flowers from the Santa Fe railway, and the garden of palm-trees near

GROUP OF INDIANS AT ALBUQUERQUE, NEW MEXICO

the depot was the first sight of real California for many of the visitors.

By an inadvertence the delegation missed a breakfast which Manager Fred Richards, of the Harvey Hotel, had prepared for them; but at 8:30 o'clock they were greeted by a committee of the following citizens: Governor J. B. Gill, chairman; Mayor H. M. Barton; President G. A. Atwood, of the Board of Trade; Vice President C. W. Monahan, of the same body; and Secretary W. L. Vestal. In charge of these gentlemen, the visitors boarded a special trolley-car which had been provided, and saw much of the town, going as far as Highland and its orange groves, from which place a distinct view was had of the Arrow Head on the mountain side, miles away. This trolley tour was planned to have extended to Urbita, but owing to the rain it was curtailed. After the ride, the delegates devoted the morning to calling on merchants, and later held an informal reception at the leading hotel, leaving at 11 o'clock for Redlands.

REDLANDS

There could be no doubt of the enthusiasm with which the delegation was greeted at this town. A committee was in waiting at the depot, and although it was still raining, there was a soft, springlike balm in the air, and no part of the programme as arranged was omitted. Prominent among those to greet the delegation was the venerable A. K. Smiley, who has made Mohonk on the Hudson so famous for its garden of flowers, and who has, here in Redlands, contributed one of the wonders of California in the park overlooking San Bernardino valley and the San Timoteo canyon, generally known as "Smiley's Heights." In company with Mr. Smiley and a committee consisting of A. G. Hubbard, chairman; Mayor J. J. Suess, H. P. D. Kingsbury, Charles M. Brown, M. Zimmerman, George Ford, D. A. Fonday, H. H. Garstin, F. C. Hornby, Henry Fisher, E. S. Graham, H. H. Ford, F. P. Morrison, S. C. Haver, E. M. Lyon, and L. M. King, the visitors were at once taken to this well-known park, sometimes known as the "Canyon Crest Park." Here for miles every wealth of sub-tropical and temperate clime vegetation was exhibited in its most highly developed state, after which there was a similar visit to England Park on the heights, where terraces, homes, and flowers all appear to be on a general decorative plan, contributing to the artistic appearance of the town.

RIVERSIDE

The triangle formed by San Bernardino, Redlands, and Riverside is filled and surrounded by the territory devoted to orange culture that has made California fa-

mous. Although Riverside is perhaps the oldest of these towns, members of the reception committee that greeted the delegation on its arrival here were apparently the youngest met in California. The Hotel Glenwood, in the center of the town, is one of the best illustrations of the adaptation of the Mission style of architecture to modern uses, and its reproduction of the old Mission façade and chimes offers a picture of which the Riverside people are justly proud.

Riverside has the distinction of originating the cultivation of the Washington navel orange — which is now the orange of commerce in all that region — and the original tree, brought from Washington years ago, — the cuttings from which have produced all the groves in the vicinity,— now stands before the Glenwood Hotel, protected in an iron cage, as it was transplanted by President Roosevelt two years ago. The visitors were taken directly to the Rubidoux Club rooms by the members of the Riverside Business Men's Association, in charge of A. B. Clark, E. F. Grundstrom, Felix Lightner, G. Rouse, H. F. Grout, A. N. Younglove, and Maurice Griffin. The attractiveness of this club was enhanced by immense bowls of oranges arranged temptingly within reach. After an informal reception there were a few remarks, and the delegates separated to visit the merchants in their stores.

LOS ANGELES

The delegation was averse to making arrangements for formal receptions in towns to be visited, and yet the members reached no town unheralded by some waiting representative body. Between Riverside and Los Angeles the Santa Ana committee boarded the train and made a gracious tender of the freedom of that city. Los Angeles was reached on schedule time, and at La Grande station a committee was waiting in the persons of Fred A. Hines, A. B. Cass, E. F. C. Klokke, J. L. Matheson, J M. Schnieder, and T. W. Phelps, representing the Los Angeles Chamber of Commerce, to know the pleasure of the visitors, and to invite them to join in a programme arranged for the entertainment of a large delegation from Portland, Oregon, due in the city at the same time.

As the stay here was to be over Saturday and Sunday, members of the delegation removed to the Van Nuys Hotel, all being previously supplied with cards entitling them to the courtesies of the Jonathan and California clubs.

Saturday morning was given over to the merchants and to trade, and at noon the

AT BAKERSFIELD, CALIFORNIA

delegation met T. Friedlander, secretary of the Merchants' Exchange, of San Francisco, at the Board of Trade, together with the officers of the local Board, in an informal reception. In the afternoon a visit was made to Mount Lowe, through the courtesy of General Manager Schindler, of the Pacific Electric Railway. After luncheon at the Alpine Tavern, the members returned on the special car and in the evening there was an informal meeting at the Board of Trade, at which the delegation members were joint guests of the Board with the Portland delegation of 200 which had arrived in the city that day. The reception committee named for this occasion included nearly all the representative merchants of Los Angeles.

At this meeting there were speeches by President Kœpfli, of the Chamber of Commerce, by Will A. Harris, and Judge B. N. Smith; by a representative of the Oregon delegation, and by H. C. Staver for the Chicago delegation. These addresses were full of the enthusiasm of the West. Mr. Staver, speaking for Chicago, won enthusiastic applause by his reference to Southern California, and to the State of Oregon, and his narration of what Chicago had done to bring about the passage of the Reclamation Act, and which meant so much, not only to the Southwest and Northwest, but to Chicago as well. Not only had Chicago been in the Reclamation act fight, "but," he said, "we are going to continue to help you get the lands between us, which seem to separate us, as it were, covered with the products of its soil, through irrigation so that there shall be no arid land between Chicago and the great Pacific."

After the meeting the Chicago party was entertained at the Jonathan Club.

Sunday, while some of the delegates spent the day quietly with friends, the larger portion of the party visited the famous Catalina Island, returning late in the evening, and leaving at midnight for San Diego. Mr. F. S. Shaw was recalled to Chicago from Los Angeles on account of a death in his family to the great regret of all the delegates.

SAN DIEGO

As one of the three possible Pacific Coast gateways to the commerce of the Orient and the southern republics, San Diego was particularly interesting to the delegation, and it was received there with an eager welcome. In the early morning the delegates were at liberty to meet business men, but at 10:30 o'clock there was a meeting at the Chamber of Commerce, with Dr. Edward Grove, president of the chamber, in the chair. The talk was largely on the line of new transcontinental railway possibilities. S. E. Wood responded to the cordial welcome for the visitors, and G. W. Marston

A GLIMPSE OF THE OIL FIELD AT BAKERSFIELD, CALIFORNIA

explained how the construction of a new railroad between El Paso and San Diego would bring Southern California in close touch with Chicago.

When H. C. Staver replied that he had good reasons for believing that the Rock Island would be advanced to San Diego, he was greeted with a furore of applause. San Diego is expending $1,500,000 on an irrigating water supply, which will fertilize an immense section of country, and this, with its harbor and the possibilities of widely increased trade, make its people most sanguine as to the future.

After this meeting the delegation made a visit to the Cuyamaca Club and had luncheon. In the afternoon there was an automobile ride to Mission Cliff, and on the return a stop at Point Loma and the home of Mrs. Tingley. Later the visitors called upon A. G. Spalding, formerly of Chicago. In the afternoon there was a trip across the bay to Coronado, where many of the delegation dined.

SANTA ANA

In Santa Ana the delegates were the guests of the Merchants' and Manufacturers' Associa-

AT THE GATES OF THE HAGIN-TEVIS RANCH NEAR BAKERSFIELD, CALIFORNIA

tion, and the following committee from the body met them early in the morning. John McFadden, President; U. A. Ulm, Secretary; E. B. Smith, E. R. Remsburg, Clyde Horton, S. Hill, M. L. Lane, H. S. Tubbs, F. P. Nickey, J. H. Rankin, V. E. Blodgett, W. B. Winslow, Julius Rheinhaus. The party was escorted to the Chamber of Commerce, where

bodies of iron ore in its mountains, it feels that the possible combination of oil and iron in the manufacture of steel must hold for it great possibilities, some of which may never be realized without a direct rail line to the ocean and port facilities. The delegation arrived here early in the morning of January 24, and was met at Kern by representatives of

VIEW FROM THE MOUNTAIN DRIVE. A BIT OF MISSION CANYON

there was a reception and some speeches. F. P. Nickey, president, spoke for the Chamber of Commerce, and W. H. Spurgeon, John Beatty, J. A. Hankey, and R. H. Sanborn represented the city.

W. M. Thompson, chairman of the delegation, responded on behalf of the Association.

BAKERSFIELD

Like San Diego, Bakersfield wants railway competition. Supplying the crude oil for the Coast and the Southwest, and with immense

the Board of Trade, who, in automobiles, at once escorted the delegates to the oil-fields, where, from a mountainous bluff, the unending and innumerable derricks were disclosed. After a detour of several miles, the delegation was taken directly into the field itself, and a stop made for closer inspection of the pumps and reservoirs. At the conclusion of this a long ride was made to the Hagin-Tevis stock-farm, west of the town, and on the return from this place to the city at noon there was a

luncheon at the Bakersfield Club. The prominent men of the city were the hosts. Frank G. Hall responded for the visitors to the formal welcome extended.

FRESNO

Although the party reached Fresno ahead of its schedule, it was hardly in town, in the early evening, before its members had been welcomed by a committee and carried bodily into the unique little Chamber of Commerce, near the depot, where, surrounded by there was an exchange of cordial toasts and a general discussion of matters of mutual interest to hosts and guests. A. L. Hobbs, President of the Chamber of Commerce, was toastmaster. Chester H. Rowell, editor of the Fresno Republican, and other Fresno citizens spoke of the great raisin and wine country, while Chairman W. M. Thompson, F. A. Watson, H. C. Staver and C. H. Crosette responded for the visitors.

A part of the succeeding morning was devoted to an automobile ride among the raisin

THE MISSION OF SANTA BARBARA FOUNDED 1786

generous specimens of raisins, golden dried fruits, and bottles of sparkling wines, a stereopticon told in a few moments of the wonders of the adjacent country — commercial, agricultural, and physical. The committee having this in charge included A. L. Hobbs, A. L. Redlick, W. T. Mattingly, De Witt H. Gray, and George F. Staniford. The picture talk was by Miles Wallace, who gave the visitors an insight not only into Fresno and its immediate vicinity, but also illustrated some of the wonders of the Yosemite.

Later in the evening, the delegates dined formally at the Sequoia Hotel, as guests of the Chamber of Commerce. During the dinner and wine vineyards and visits to several wineries. Editor Rowell, concerning the visit, wrote: "We of the Far West have a sense of isolation which makes us welcome a closer personal touch with those who come from the denser centers of civilization. We feel that only that touch will remove the isolation. Distance is nothing in these days of rapid transit, but the gap in the imaginations of peoples by a great region of high mountains and barren desert needs to be bridged by incidents and contacts which remind us that it is only imaginary. It is that imaginary gulf alone that prevents California from jumping at a single bound to the goal of her destiny."

STOCKTON

In the plenitude of its welcome, Stockton was not content to await the arrival of its visitors. Secretary Colvin B. Brown, of the Chamber of Commerce, journeyed to Fresno, and the instant the visit to that city was ended he put himself in charge of the delegation. Although the stay in Stockton was but four and a half hours, in this time, with the help of Secretary Brown, A. C. Oullahan, Mayor Gardner, Joseph Lynch, R. P. Lane, John A. Clark, E. W. Drury, and D. A. Guernsey, much was seen and heard. An hour's automobile tour showed the business and residence portions of the city and the water-front — Stockton's gateway to San Francisco harbor and the sea. The business buildings of Stockton indicate not only prosperity, but up-to-date building ideas.

Just before dinner the visitors met a large number of business men in the Novelty Theatre, which Manager Kaiser had put at the disposal of the committee, and there heard Secretary Brown's celebrated illustrated talk on San Joaquin County and its adjacent Yosemite wonders. Mayor Gardner formally welcomed the delegation, to which a response was made by J. P. Mann.

In the evening the delegates attended a reception at the Yosemite Club, where for two hours they met two hundred prominent business men, viewing the exhibit of the Chamber of Commerce during the evening, and leaving at 10 o'clock.

SACRAMENTO

The formal meeting with the men of Sacramento was set for 11, A. M. Up to that hour the delegates busied themselves with private business calls, and then, in automobiles and in the hands of the following committee representing the Sacramento Jobbers' Association: W. A. Curtis, Dwight H. Miller, W. W. Chapin, E. S. Brown, Scott Ennis, P. C. Drescher, R. P. Burr, C. F. Prentiss, J. W. Dowdell, Thomas Longton, D. A. Lindley, William Schaw, S. Hopkins, V. S. McClatchy, George W. Peltier, John C. Ing, James A. Warrack and John C. Stone, the delegation called upon Governor Pardee in the capitol. The Governor spoke pleasantly in welcome, and Chairman Thompson responded in similar manner, after which the visitors made a hasty examination of the capitol building.

Following this there was a visit to Sutter's Fort, the Crocker Art Gallery, the California

THE GARDEN OF THE MISSION AT SANTA BARBARA, CAL

Winery, the Southern Pacific shops, and a quick run into the country. At one o'clock there was a luncheon at the Sutter Club, at which brief addresses expressive of mutual good-will and cordiality were made by James R. Baker, C. P. Coffin, J. P. Mann, and W. M. Thompson of Chicago, and W. A. Curtis, D. A. Lindley and John C. Ing of Sacramento. Other gentlemen in addition to the committee who were present at the luncheon were C. F. Dillman, C. R. Root, J. H. Arnold, William A. Gauge, R. J. Van Voorhies, William

Henderson, F. B. Griffiths, Fred W. Keisel, Alfred Holman and William Geary.

Nowhere in the West has the reclamation of arid lands a more inviting promise of return than in the Sacramento Valley. It is estimated that there are 1,200,000 acres in its proposed reclamation district. Of these, 200,000 have already been reclaimed by private and district effort, leaving 1,000,000 for the federal reclamation service.

The impression made by the visitors in

W. M. THOMPSON AND TWO CITIZENS OF MEXICO

Sacramento is thus expressed by the Sacramento Union:

"The visitors proved themselves guests of the most agreeable character, and were carried away with the echo of cheers ringing through the depot. They were courteously inquisitive regarding the resources of this section of the State, the population, and like information, but they found time to tell, in entertaining manner, of what Chicago is doing and expects to do."

SAN FRANCISCO AND OAKLAND

The two days spent in San Francisco were largely devoted to rest and observation. The delegates met at the Merchants' Exchange, where they were received by a committee headed by Secretary T. C. Friedlander and Fairfax Wheelan. After a general reception at this place the visitors were entertained at luncheon at the Merchants' Club. Brief addresses were made on behalf of the hosts and the guests, but the entertainment was cut short by the demands of the delegation's schedule, which called for a visit to Oakland in the afternoon.

At the latter place the party was met at the Fortieth-street depot by Mayor Frank K. Mott, Hugh Hogan, C. J. Heesman and Secretary Stearns of the Oakland Board of Trade; W. G. Palmanteer, vice-president of the Central Bank, and G. S. Meredith, cashier of the Farmers' and Merchants' Bank. A special trolley-car was waiting and a visit was made to the University of California at Berkeley — which for beauty of location and magnificent grounds surpassed anything the visitors had seen — the Greek Theater, dedicated by President Roosevelt being a striking attraction. The party continued to Piedmont Springs and afterward spent several hours in a tour of inspection in the business and residence district of Oakland. Later the guests were given refreshments at the Athenian Club. The visitors were received at the Club by Frank Bilger, W. H. Weilbye, Supervisor John Mitchell, Judge John Stetson, Wallace Everson, Charles H. Smith, J. E. Baker and A. W. Kirkland, who acted as the reception committee of the club.

SAN JOSE

Although the next official stop was to be at San Jose, arrangements were made through the courtesy of Mr. James Horsburgh Jr. of the Southern Pacific Railway for an hour's stop at Palo Alto, where a flying visit was made to the Leland Stanford Jr. University. San Jose was reached an hour later.

The wide-spreading and fertile valley which

has been referred to as the "Rhineland of America," and whose product in the prune, apricot, and vine have made San Jose famous, was viewed from various vantage points. In large touring cars, and in charge of A. J. Hart, A. S. Bacon, J. P. Jarman, Walter Trinkler, James A. Chase, Louis King, George Herbert, J. D. Radford, E. Schillingsburg, R. R. Syer, and S. R. Clarke, of the Merchants' Association, runs were made to the foothills, Los Gatos, and other picturesque towns on the mountain side, from which there was abundant evidence that in prunes alone San Jose is able to supply the world.

On the return to the city a stop was made at one of the big California Fruit Company canneries, where over a million cans of fruit were seen, stacked and awaiting orders.

At 12:30 o'clock the party met at the Hotel Vendome for luncheon, after which a few hours were given up to visiting merchants in their places of business.

From San Jose the cars of the Association were forwarded by the main line to Santa Cruz, and at 4 p. m. the delegates left by special train — through the courtesy of the Southern Pacific Railroad — over a narrow-gauge railroad for a ride through the Santa Cruz Mountains and the big-tree district near Santa Cruz. Just after entering the mountains a broken flume and a wash-out caused a delay and a transfer of trains, by reason of which the big trees were not reached until dark. A stop was made, however, and some time given to a walk among the great redwoods by moon and starlight and the feeble rays of a trainsman's lantern. Some of the visitors were of the opinion that the view was even more impressive than it would have been by daylight. At Santa Cruz the cars were overtaken and the journey resumed southward.

SANTA BARBARA

The sunshine and balm of Santa Barbara aroused enthusiasm when that "home of millionaires" was reached early on the following morning. The visitors had no more than filled their lungs with the salt savor of the Pacific than they received a call from J. J. Perkins, G. F. Trenwith, C. H. Frink, John F. Diehl, A. A. Poole, J. A. Walton, L. Richardson, and H. F. Maguire, of the Commercial Club. These gentlemen granted the visitors a respite for business calls until 11 a. m., and then they returned with tallyhos for a ride through the city and to Santa Barbara Mission, one of the interesting diversions of the trip.

EL PASO, TEXAS, WHERE THE DELEGATION WAS CORDIALLY RECEIVED

At noon a stop was made at a little Spanish restaurant, in the old part of the town, the Casa de Brabo, where a Spanish luncheon was served. The table decorations in Spanish colors, the menu itself, and the accompanying guitar music and Castilian songs as rendered by a gray-bearded troubadour contributed to a most pleasing affair.

NEW BUILDING AT EL PASO, TEXAS

PASADENA

The following morning on the return to Los Angeles a visit was made to Pasadena, the town of beautiful winter homes for so many Chicago men. A committee representing the Chamber of Commerce, included H. R. Hertel, J. E. Scott of Carson, Pirie, Scott & Co., of Chicago, and others. A tallyho coach carried the delegates through the most beautiful residence district of the kind in the world, a general view of which was had later from the roof of the Hotel Raymond.

PHOENIX

At noon the delegation left Los Angeles for Phœnix, Arizona, reaching the latter city early on the morning of February 1. A committee was at once on hand with carriages: M. C. McDougal, C. F. Ainsworth, Shirley Christy, J. W. Davis, Charles Goldman, H. I. Latham, and M. O. Bicknell. Under the direction of these gentlemen a call was made on Territorial-Governor Joseph H. Kibbey, where the freedom and frankness of the region that gave birth to the Rough Riders made every one at home.

In turn, the model Adams stock ranch, the ostrich farms, and the government Indian school were visited. As the latter place, Assistant Superintendent Snyder had his several hundred charges in dress parade, and the visitors drove before the bronzed and black haired Federal charges to a ripple of ingenuous smiles and more overt salutations. In the hour or more before the departure of the train calls were made on the business men. Secretary Van de Veer was present at the train with literature, a final farewell, and a box of Arizona oranges. While in the country, the visitors were shown the distant mountain range wherein the big new irrigating dam is to be constructed at a cost of $2,500,000, and assured that when this was finished and controlling its five-years' water supply, Arizona is to bloom again, as in the past, with the blossom of the vine and tree.

WHERE THE DELEGATION GOT OUT OF THE UNITED STATES — JUAREZ, MEXICO, OPPOSITE EL PASO, TEXAS

TUCSON

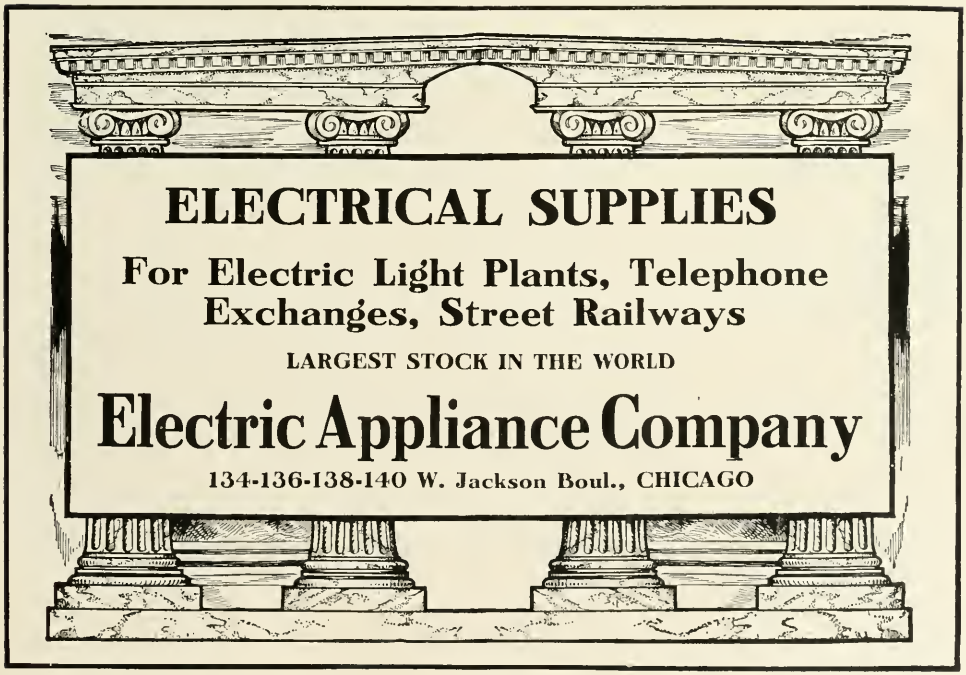
President N. E. Plummer, Secretary Weedon, of the Tucson Chamber of Commerce, and a committee of prominent business men — Mose Drachman, Harry A. Drachman, Albert A. Steinfeld, O. C. Parker, M. P. Freeman, and E. G. Humphrey — met the delegation when it reached that city in the late afternoon. In automobiles and carriages a visit was at once made to the Territorial University, the Government Experiment station, and the Desert laboratory. A bird's-eye view of the city was then had from the roof-garden of the new Santa Rita Hotel, after which there was a little time for commercial calls. In the evening the visitors

(Continued on page 94.)

BEFORE THE PLAZA DEL TOROS AT JUAREZ, MEXICO

Chicago has more than forty theatres of all sorts. The large ones are located within the loop, and provide entertainment for the residents of the city and their visitors. A list of the principal theatres and amusement places follows:

Academy of Music, 83 South Halsted Street.
Alhambra Theatre, State Street and Archer Avenue.
American League Ball Club, 39th Street and Princeton Avenue.
Auditorium Theatre, Congress Street northeast corner Wabash Avenue.
Avenue Theater, 6237 South Halsted Street.
Bijou Theater, 167 South Halsted Street.
Bismarck Garden, North Halsted Street and Grace Street.
Bush Temple Theatre, 249 Chicago Avenue.
Calumet Theatre, 9206 South Chicago Avenue.
Casino Garden, Wabash Avenue, three blocks south of Auditorium.
Chicago Opera House, 118 Washington Street.
Chicago Water Chute Company, Jackson Boulevard corner Kedzie Avenue.
Cleveland's Theatre, 401 Wabash Avenue.
Coliseum, The, Wabash Avenue near 15th Street.
Columbus Theatre, 1840 Wabash Avenue.
Criterion Theatre, 276 Sedgwick Street.
Euson's, Sid J., North Clark and Kinzie.
Folly Theatre, 337 State Street.
Garrick Theatre, 107 Randolph Street.
Glickman's Theatre, 56 South Desplaines Street.
Grand Opera House, 87 Clark Street.
Great Northern Theatre, 20 Quincy Street.
Haymarket Theatre, 167 West Madison Street.
Hegewisch Opera House, 13305 Erie Avenue.
Howard's Theatre, 1067 Lincoln Avenue.
Hyde Park Theatre, 5500 Lake Avenue.
Hyde & Behman's Music Hall, 81 Randolph Street.
Illinois Theatre, 20 Jackson Boulevard.
LaSalle Theatre, 137 Madison Street.
Majestic, The, 73 Monroe Street.
Marlowe Theatre, Stewart Avenue corner 63rd Street.
Masonic Temple Theatre, 19th floor Masonic Temple.
McVicker's Theatre, 78 to 84 Madison Street.
Orchestra Hall, 165-8 Michigan Avenue.
Olympic Theatre, 53 Clark Street.
People's Theatre, West Vanburen Street sw. corner South Leavitt Street.
Power's Theatre, 149 Randolph Street.
Ravina Park, south of Highland Park, on the Chicago & Milwaukee Electric Railroad.
Riverside Park, Belmont and Western Avenues.
San Souci Park, Cottage Grove Avenue and Sixtieth Street.
Studebaker, The, 203 Michigan Avenue.
Thirty-first Street Theatre, 77, 31st Street.
Trocadero, The, 294 State Street.
Vanburen Opera House, 1251 West Madison Street.
White City, 63d southwest corner South Park Avenue.
Trolley Excursion, Chicago & Milwaukee Electric Railroad, from Evanston to Ravina Park, Fort Sheridan and Waukegan, Illinois.
"Seeing Chicago,"—A forty-foot passenger observation car (electric). Trips to Lincoln Park, Jackson Park, and Washington Park.



(Continued from page 92.)

were received in an informal way at the Elks' Club, where business, joint statehood, and irrigation were freely discussed.

EL PASO

El Paso terminated the official business of the tour, and the manner in which the delegation was here received was a fitting end to a series of genuine welcomes. Hospitality differs in kind in the Southwest — not in degree. That of El Paso had something of the ring of Chicago in it: not that it was more cordial than that of the other cities visited, but it had something home-like in it.

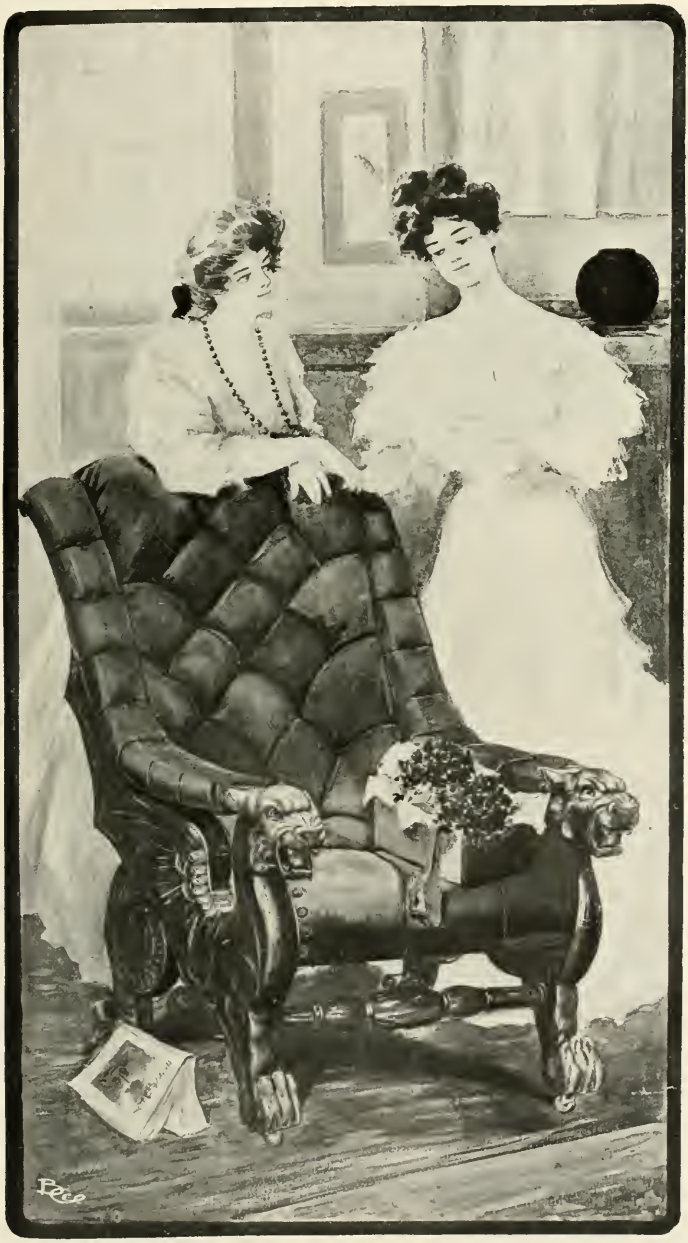
According to the schedule, the delegation should have arrived here on the next evening but by employing a special train service, the run from Tucson was made in the night, and El Paso was reached ten hours ahead of time. It did not take the El Pasoans by surprise, however. W. E. Anderson, J. A. Hopper, E. E. Neff, D. M. Payne, A. W. Cheesman, and Garrett King, of the Chamber of Commerce, were in waiting at the depot, and in a few moments a programme for the day had been arranged.

This included a most pleasant trolley-ride across the line to Juarez, in Mexico, which was inspected in detail; a similar ride in all directions around the city and to the heights above it, and a formal luncheon following at the St. Regis. Probably not in Chicago itself could the details of this have been bettered; the menu, the wines, and the service were in the best taste, and the remarks that followed were all in the happiest vein. Other El Paso gentlemen who were present, aside from the committee, were A. P. Coles, A. L. Sharpe, W. S. Tilton, J. A. Dick, T. J. Jones, R. F. Burgess, H. B. Stevens, J. M. Cannon, and J. F. Williams. Mr. Anderson, Mr. King, Mr. Sharpe, and others spoke for El Paso, and responses were made for Chicago by Chairman Thompson, Ralph Van Vechten, and W. F. Hypes, who had rejoined the party at Fresno. In the afternoon, in the care of Collector of the Port, A. L. Sharpe, another visit was made to Juarez by many of the delegation, and in the evening the members of the local committee were entertained at dinner in the Sunset. At no place on the trip, apparently, was a better impression made by both hosts and guests than in El Paso, and farewells were said at a late hour with sincere regret.

The success of the trip was largely assured by the courtesy of the railroad officials who relieved each other in a continuous supervision over the party. To these gentlemen the delegates give formal thanks. They included for the Santa Fè road, H. H. Moore, W. B. Hinchman, H. P. Anewalt, and W. R. Brown; For the Southern Pacific road, T. A. Graham, C. Burkhalter, G. W. Luce, C. Matlock, John C. Stone, James Horsburgh Jr., E. Schillinsburg, L. Richardson, E. G. Humphrey, and F. C. Lathrop and for the Rock Island road, Garnett King.

OLD CHURCH AT JUAREZ, MEXICO

Other trade extension trips, similar to the one herein described, are being planned. It is the purpose of the association to cover every portion of the country tributary to Chicago.



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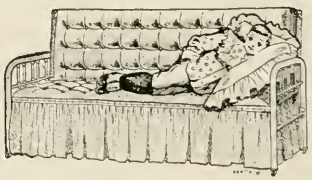

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1	3	24 in.	$ .18	$1.80
2	4	30 in.	.30	3.00
3	5	36 in.	.60	6.00
4	6	36 in.	.75	7.50
5	7	42 in.	1.00	10.00
6	9	48 in.	1.20	12.00

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9a	18	10 feet	6.00

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11	4	30 in.	.20	2.00
12	5	36 in.	.40	4.00
14	6	40 in.	.50	5.00
15	7	42 in.	.65	6.50
16	9	44 in.	.90	9.00
17	12	48 in.	1.10	12.00

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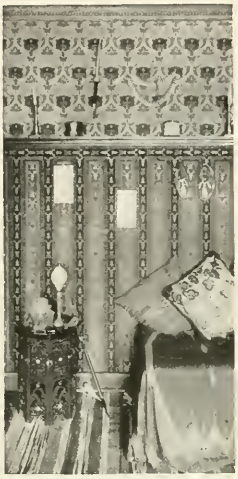
Wall Paper

Our exclusive line of Wall Paper sold only to the trade. This protects the dealer to such an extent that he need have no fear of competition with paper hangers on these goods.



Window Shades

Made to Order, Our Specialty.

Orders filled with neatness and dispatch. If you have never sent your orders for special size shades to us, give us a trial and see how much better service we can give you than others. We guarantee satisfaction.

S. A. MAXWELL & COMPANY

430-432-434 WABASH AVENUE

¶ We want you to know about **Monogram Floor Paint** for inside floors—dries hard and quickly over night. And our specialty, **Watson's Porch Floor Paint** for porch floors and steps—wears well, stands the weather, don't blister. ¶ Send for sample cards and prices. ¶ We put up special assortments, at $12.00 and $24.00, for dealers.

GEO. E. WATSON CO.

"The Paint People"

108 EAST LAKE STREET, CHICAGO

Audebert Wall Papers

THE IDEAL LINE FOR THE DEALER

Nearly 300 styles and colorings, in tinted stock, grounded blanks, silks, gilts, embossed, and the new patented process cloth effects and monotones. Every number a quick seller at a good profit to the dealer.

Books Free, Prepaid

On request from bona-fide dealers, books showing full line, sent free, prepaid. Orders can be sent any time with the assurance that they will be promptly filled, for we supply duplicates throughout the entire season. No matter what you have bought, no matter what you have on hand, the *Audebert Line* offers something different that you can add with great benefit.

Write To-day for Books

Audebert Wall Paper Mill

MANUFACTURERS OF WALL PAPERS

218 La Salle St., Chicago Factory, Summerdale, Illinois

Specialists in popular priced papers that sell

SOMETHING NEW **SOMETHING NEW**

"CHIFFON IMPERIAL"

¶ Chiffon Imperial is one of the latest achievements in the manufacturing of silks for a popular priced material. It is guaranteed all silk, very strong, and will outwear any ordinary silk at higher prices. Chiffon Imperial is 22 inches wide, and pays a big profit to retail at 50 cents.

¶ Sample piece, color card and price will be sent on request. Investigate and you will find a ready seller and a profit getter. We control the Chiffon Imperial for the United States and Canada.

Do You Have the Best 36-inch Black Taffeta in your market?
We have one at 75 cents, regular, that is a world-beater.

AMERICAN SILK COMPANY ADAMS AND FIFTH AVE. CHICAGO

Venus Hose Supporters

NOTION BUYERS

appreciate the importance of the ***right leaders*** in their hose supporter stocks. That's why the leading buyers in the country pin their faith to ***Stein specialties.***

The best hose supporter in the world for women is

VENUS

The best garter in the world for men is

FLEXO

They are ***known everywhere,*** through our high class advertising in the leading magazines. ¶ They are ***sold on their merits*** in all the leading stores. ¶ We are the largest manufacturers of elastic specialties in the world.

We've a special catalogue awaiting your request, that every notion buyer needs for daily reference.

A. STEIN & CO. 308-316 Franklin St. CHICAGO, ILL.

C. F. BAUM, Pres. and Treas. FRED WILHELM, Vice-Pres. J. J. SIDDALL, JR, Sec'y.

Established 1881

C. F. Baum Co.

Manufacturers of

Dress, Cloak and Millinery Trimmings and Ladies' Fabric Belts, also Fur Trimmings

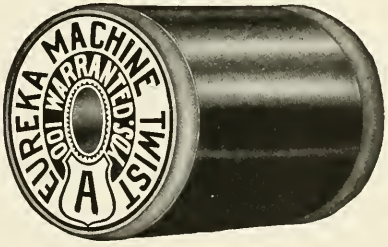
Office and Factory:
Town and Blackhawk Streets
Long Distance Telephone, North 1440

Salesroom: 238-240 Franklin Street, Cor. Jackson Blvd. Long Distance Telephone, Harrison 4929.

Eureka Spool Silk

Eureka Silk was the first silk to have the color number on the spools
Follow the Leader

The Standard



The consumers find the Silk is smooth and strong, that it is best in color and variety . . . that it is

Altogether Good

Take No Substitute There Is None

CARSON PIRIE SCOTT & CO.

Western Selling Agents

BELDING BROS. & CO.

SILK MANUFACTURERS

SPOOL SILKS & LINING SILKS & EMBROIDERY SILKS

NEW YORK
526-528 BROADWAY

BOSTON
69 SUMMER ST.

PHILADELPHIA
622 MARKET ST.

BALTIMORE
115 HOPKINS PLACE.

CINCINNATI
312-314 RACE ST.

FROM OUR MILLS

TO YOUR GARMENTS

CHICAGO
196-198 MONROE ST

ST. LOUIS
1121-1123 WASHINGTON AVE.

ST. PAUL
140 EAST SIXTH ST.

SAN FRANCISCO
6-8 SUTTER ST.

MONTREAL
CANADA

IT TAKES THESE SIX BIG MILLS TO SUPPLY THE DEMAND FOR BELDING SILKS.

Marshall Field & Co.

We use 3,202,804 square feet, or 73 acres, of floor space in the City of Chicago. We are therefore able to carry and display the largest open stock of dry goods, notions, carpets etc. in the world

Our warehouse facilities make it possible for us to handle our incoming freight without teaming.

Our new warehouse, shown on the following page, having rail and water connections, enables us to make shipments to our customers more promptly than ever before.

Our various departments comprise:

Domestics
Dress Goods
Silks
Prints
Dress Linings
Flannels and Blankets
Ladies' Ready-to-Wear Goods
Ladies' Furs
Hosiery
Underwear
Shirts and Overalls
Kid and Fabric Gloves
Linens
White Goods
Handkerchiefs
Laces
Embroideries
Lace Curtains
Muslin Underwear
Dress Trimmings
Stationery
Notions
Drug Sundries
Jewelry
Ribbons
Knit Goods
Fans
Umbrellas
Corsets
Yarns
Japanese Goods
Carpets
Rugs
Furniture
Upholstery Goods
Cabinet Hardware Etc.

ADAMS ~ QUINCY ~ FRANKLIN *and* FIFTH AVENUE
CHICAGO

Marshall

Warehouses, Polk St.

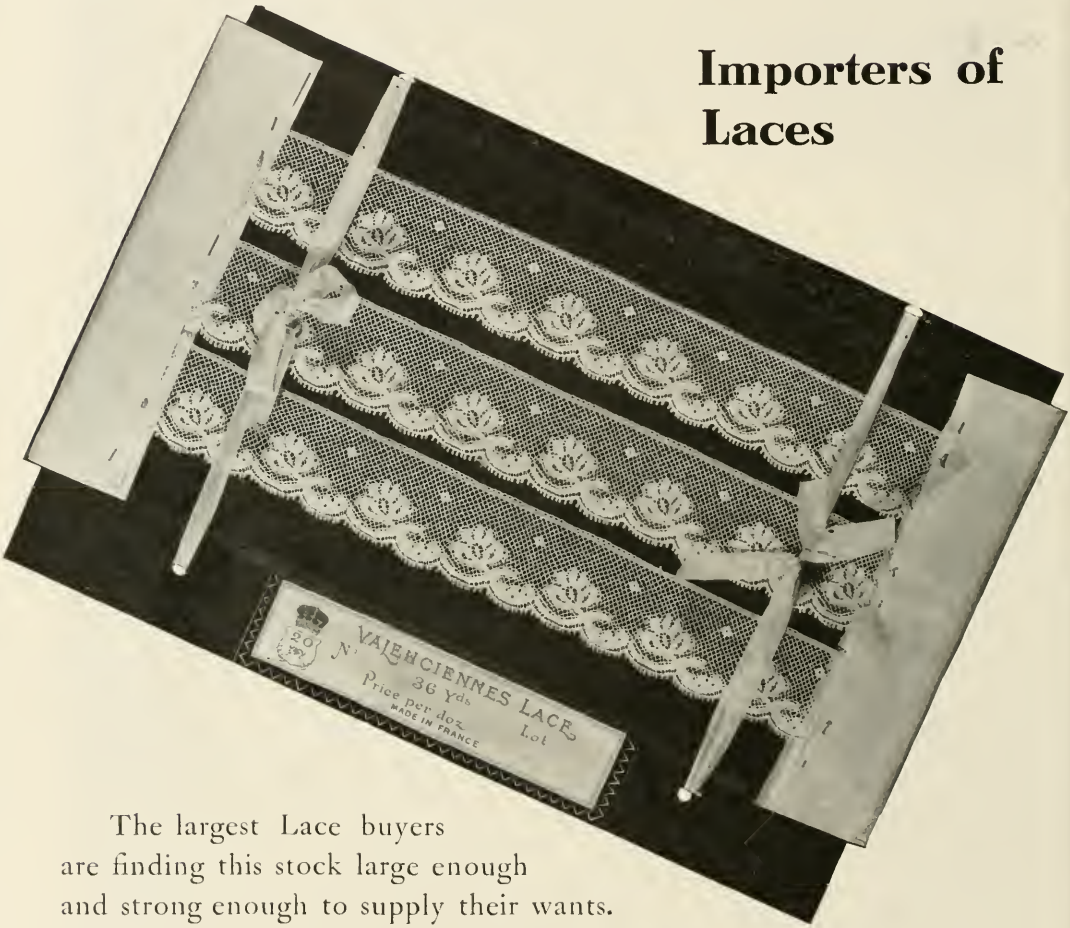
Field & Co.

nd the River, Chicago

CARSON PIRIE SCOTT & CO.

CHICAGO

Importers of Laces



The largest Lace buyers
are finding this stock large enough
and strong enough to supply their wants.

Our Stock for Spring Contains the Most Complete Line of Staple and Novelty Laces we have ever shown.

The latest styles in

French Valenciennes and Maline Laces, Torchons and Cluny Laces,
Flat Val. and Fancy Cotton Laces, Pt. Venise and Oriental Laces,
Baby Irish and Irish Crochet Laces, Chiffon Applique Laces,
All kinds of Allover Laces and Nets

6806-27½ Per Yd.
6810-37½¢ Per Yd
6809-35¢ Per Yd.
6815-50¢ Per Yd.
6807-30¢ Per Yd.
6813-40¢ Per Yd.
6811-37½¢ Per Yd.
6817-60¢ Per Yd.
6816-55¢ Per Yd.
6814-45¢ Per Yd.
6808-32½¢ Per Yd.
6812-40¢ Per Yd.
We Offer a Complete Line of
Pin Dot Swisses
(30-inch)
Always Popular and Pre-eminently so this
White Goods Season
Terms: 2% 10 days, net 30 days, net 60 days
CARSON PIRIE SCOTT & CO.
CHICAGO.

THE ONLY HOUSE OF ITS KIND IN THE WEST

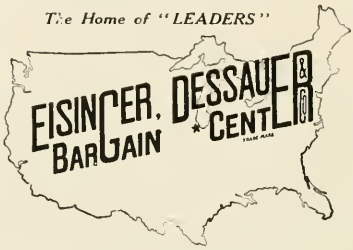
Bargain Lots for Special Sales

Crowd Bringers and Money Makers

These are the things we offer. Are you a bargain hunter? Are you out for new trade? Do you wish to hold your own among your customers? Then get our Semi-Monthly Bargain Bulletin. It will show you how.
When in Chicago, call on us. It will pay you well. If you can't come, we will send you anything on approval.

We keep in touch with every large mill and manufacturer in the country, and by buying up their surplus stocks at bargain prices, we are enabled to offer these goods to you at prices way below market quotations.

The Home of "LEADERS"



LEADERS IN Embroideries and Laces, Lace Curtains and Nettings, India Linons and White Goods, Short Length Piece Goods, Handkerchiefs, Men's, Women's and Children's Underwear, Men's, Women's and Children's Hosiery, Boys' Knee Pants, Men's Pants and Furnishing Goods.

Drop us a postal and we will send you our Special Bargain Sheet. It will point the way to new business and cost you nothing. We have no traveling salesmen. We save their expense account and you get the benefit. Let us hear from you.

EISINGER, DESSAUER & CO.

The Bargain Center of the West
160-162-164-166 Market St., CHICAGO

For Novelties

IN

Neckwear, Hosiery
Handkerchiefs, Reefers

THE "RIGHT KIND" SEE

CARTER & HOLMES

207, 209, 211 Jackson Boulevard

Chicago

NEW YORK OFFICE
FLAT IRON BUILDING

Get Quality-Reputation

WITH THE

"Palmer Garment"

EVERY dealer in Women's, Misses' and Children's garments who reads this page is in touch with the best and most complete line of ready-to-wear garments made in the West.

EVERY dealer who sells the "Palmer Garment" is establishing a reputation for good quality with his trade, which the goods help to make, and which they will steadily sustain, season after season.

"PALMER GARMENT" styles are correct; the garments are made to fit, and they do fit: they are tailored right; and sold right.

Skirts, Suits, Jackets, Raincoats—all Trade Makers

Send for Catalogue

Percival B. Palmer & Co.

Makers of the "Palmer Garment" for Women, Misses and Children
The "Quality First" Line

The "Palmer Building," at the Bridge, 266 Adams Street, CHICAGO

We have claimed

That we show the BEST ladies' suit, raincoat and covert jacket offered in this market at

$7.50

We have claimed

That not only in $7.50 lines are our garments superior, but that our ENTIRE LINE is the best carried by any garment house.

We have proved

these claims to be correct to the many merchants who have called on us.

May we prove it to you when your're in the market?

Style No. 1. Like illustration. Ladies' Empire Silk Coat, 44 inch length, side pleated down front and back. Collar and Cuffs trimmed with black soutache and black silk braid. Yoke and front and back trimmed with silk braid. Two silk ornaments on front. Special **$9.00**

Style No. 2. Like illustration. Ladies' Tourist Coat, 45 inch length, made of good quality double twist covert. Wide straps over shoulder, down front and back, extending down side vents. Coat collar. Patch pockets. Pockets, cuffs and side vents trimmed with fancy metal buttons. Special value **$7.50**

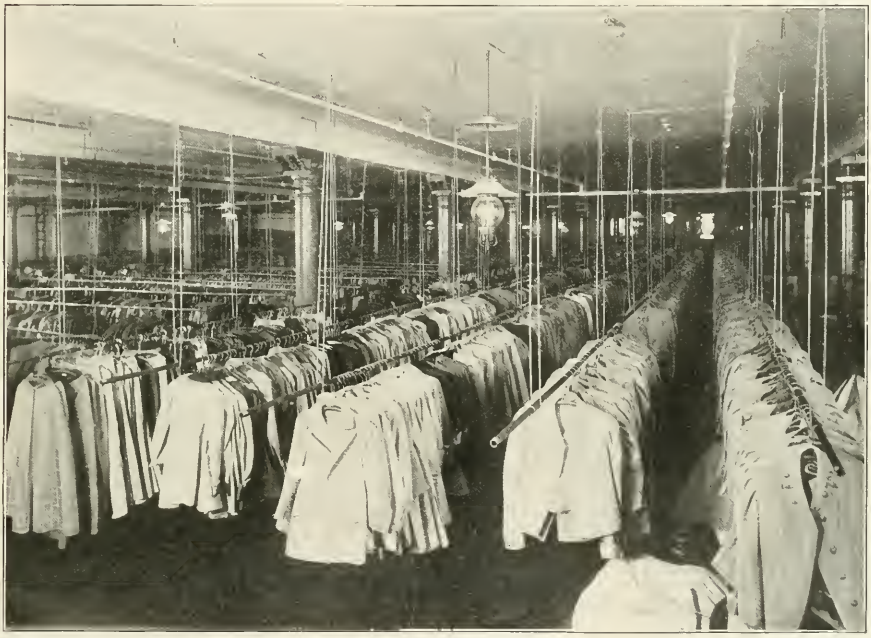
Style No. 3. Like illustration. Ladies' Eton Suit, made of gray, black and blue Panama. Front and back of jacket and cuffs trimmed with gray silk soutache and wide silk pull braid in scroll design. Simulated vest trimmed with fancy silk vesting. Wide girdle trimmed with braid to correspond with jacket. Circular gored skirt with double pleat down front and back. Skirt trimmed around bottom with soutache and wide silk braid to correspond with jacket. Lined throughout with satin. The best $20.00 suit in the land **$13.50**

F. SIEGEL & BROS.

CHICAGO THE—CLOAK—HOUSE—OF—CHICAGO ILLINOIS

A MAMMOTH STOCK ON A MAMMOTH FLOOR

A Flashlight of a Stock of 20,000 Cloaks, Suits, Skirts and Raincoats on a Floor of 20,000 Square Feet of Space



What better evidence can you have of our ability to fill open mail orders on receipt for

Covert Coats, loose and fitted—long and short	-	**$3.75 to $20.00**	
Black Coats, loose and fitted—long and short	- -	**3.75 to 20.00**	
SHEDRANE Coats, loose and fitted—52 to 58-inch length		**3.75 to 15.00**	
Ladies' Suits **$7.50 to $30.00**	WINSOME Skirts	**2.50 to 10.00**	
Infants' Cloaks - **$1.37 to $3.75**			

Call on us or write if you are in need of

COATS, SUITS, SKIRTS OR RAINCOATS

WE HAVE THEM
HERE THEY ARE

20,000 Spring Garments Waiting For You

BEIFELD, HIRSCH & KLINE

CHICAGO

Iris

TRADE MARK

¶ You know this trade-mark that appears on the best line of **Chicago-Made Garments** for ladies—every garment guaranteed. If you're a dealer, let us send you samples of our suits and coats.

Chicago Novelty Cloak Co.

"Makers of Sellers"

153 Market Street, Chicago

Lyons & Neuman

Manufacturers of

LADIES', MISSES' AND CHILDREN'S

Cloaks

At Popular Prices

254 Monroe Street

S. E. Corner Market

Chicago

Telephone Main 195

Three Quarter Sleeve Eton Suit

Made of good quality Plaid Worsted, also plain and fancy All Wool Crash, Medium and Light Greys. Jacket all Satin lined, trimmed with Combination Cloth and Soutache to match

Price **$7.50**

Also in Panama. Colors: Black, Blue, Old Rose, Reseda, Brown, Alice Blue, Helio, Myrtle and Grey. Jacket all satin lined, faced with combination taffeta & soutache to match

Price **$8.50**

Terms: 2 per cent. 30 days

Schwartz & Kline 146 Franklin Street, Chicago

As usual our newspaper cut, 3 inches high, free of charge

AWNER & WOHL

233-235 Market St., CHICAGO

MANUFACTURERS OF SKIRTS, SUITS AND CLOAKS

Solicit Your Trade

HONEST GOODS AT HONEST PRICES

No. 1410—Silk jacket made of peau de soie; half fitted back and half loose front; latest cuff; 22 inches long. Jacket is lined with good quality mercerized sateen and trimmed with silk braid and gimp; fancy buttons to match.

Price $6.00

No. 106

Countess Waist Co.

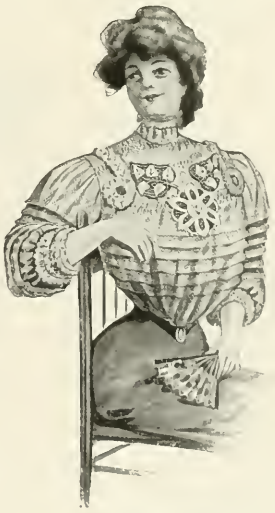
Manufacturers of a high grade line of Ladies' Waists and Suits, Silk, Linen, Cotton and Novelties

Leaders in Fashion Original in Design

The cut (No. 106) herewith illustrates one of our popular waists in Lingerie effect

No. 106.—This beautiful waist made in good quality taffeta in all colors. The yoke and collar is made of taffeta with val insertion hemstitched on, and goods cut away underneath. The top of collar and bottom of circular yoke is edged with val lace shirred on. Beneath the round yoke there is a second yoke of oriental lace, pointed as shown in cut and finished on bottom with val insertion and edge shirred on. There is one row of insertion across front hemstitched on, and seven pin tucks below, also six folds laid in, making it very full. Sleeve same with pin tucked cuff with row of insertion through center, bottom finished with row of insertion with edge shirred on. Yoke extends around back same as front. Opens in back.

No. 340.—Same. Made in good quality of Jap Silk, white, black, navy, pink, light blue and lavender.



No. 654

No. 654.—Is a very handsome White Wash Blond Net, lined with Jap Silk, has a large medallion on front of bust with a ruffling of French Val Lace on each side over shoulder. Below the bust it has six rows of 5/8-inch tucks, making a very full effect in front. The sleeves are 3/4 length with six rows of 5/8-inch tucks at elbow, and finished with fine French Val Lace. The garment is hooked back.

PRICES:
No. 106—All colors Taffeta—$5.25
No. 340—All colors Jap Silk—$4.25
No. 654 — In white only — $3.00

Send us your order for a half dozen of our leading styles as a trial order and you will be pleased with results

Countess Waist Co.

185-187-189 Van Buren Street, CHICAGO

Manufacturers
OF
Umbrellas

Salable
Serviceable
Stylish

We Stand Alone in Perfection of Make

Popular Prices
Large Stock Always on Hand for Quick Delivery

Kreis & Hubbard
Factory-Salesroom
252 Franklin Street
CHICAGO

Whiteside, Farrell & Company

Makers . . .

Suits,
Jackets,
Rain Coats

210 Monroe Street, Chicago

DEWEY'S
Improved Acme Dress and Corset Protector
MARSHALL FIELD & CO., DISTRIBUTORS

Better and cheaper than Dress Shields, being a complete garment, always ready to wear with any dress. The only protector that can be worn with Shirt Waists without sewing in. The only perfect protection from perspiration.

One Pair Does the Work of Six

No. 1—Bust Measure, 28-33, 50c No. 2—Bust Measure, 34-39, 60c
No. 3—Bust Measure, 40-45, 75c No. 4—Bust Measure, 46-49, $1.00

AGENTS WANTED. Catalogue Free. Send Money by P. O. Order

M. DEWEY
Manufacturer, 1395 W. Monroe St., Chicago, Ill.

A. B. Fiedler & Sons
(Incorporated)
Manufacturers Importers

Dress Trimmings and Braids

266 Adams Street Chicago

Buttons only
from top to bottom

¶ Our Spring line for 1906 is finest ever shown to retail trade. ¶ Write for our "Silent Solicitor,"
THE BUTTON SAMPLE BOOK
if you have not seen it, or one of our salesmen has not called on you. ¶ It shows only leaders in different lines. ¶ Shall we express it to you, charges prepaid?

CHAS. RUBENS & CO.
The Button House
267-269 Franklin Street Chicago

Richelieu, Ferndell, Batavia

Our Brands Pure Foods

EVERYTHING FOR THE TABLE PUT UP UNDER THESE LABELS

Only selected goods packed under our Richelieu, Ferndell and Batavia labels; so prepared that the finished product is of the highest quality and ABSOLUTELY HEALTHFUL

Sprague, Warner & Co.

Wholesale Grocers, Chicago, U. S. A.

Monarch Brand

TRADE MARK

We guarantee all goods bearing our name to be as represented and to comply with the Food Laws

Reid, Murdoch & Co.

Chicago, Ill.

Franklin MacVeagh & Company

Importers, Manufacturers, and Jobbers of

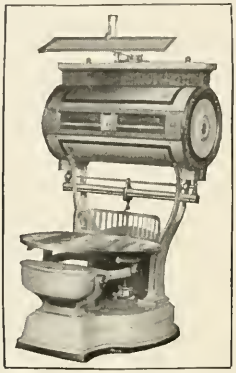
GROCERIES

PACKERS OF THE

Well-Known Club House, Casino, Telmo, and Charm Brands of Pure Food Products

CHICAGO

How long would it take you to figure 3 lbs. 13 ozs. at 17c per lb.?



And how much time in a year is lost on similar computations in a store employing two to six clerks and using the old style scales?
How often would you *guess* at the amount to save figuring?
How many *customers* do you *lose* in a year through bad guesses, mistakes in figuring and in ability to render the prompt service possible where MONEYWEIGHT Scales are used?

MONEYWEIGHT Scale computations are *automatic* and *instantaneous.*

No Merchant using weights and measures CAN AFFORD to be without MONEYWEIGHT Scales

Saving *time* is only *one* way in which MONEYWEIGHT Scales prove their economy. They have *other* good points we would like to explain if you are interested.

It has been repeatedly *demonstrated* that MONEYWEIGHT Scales *save double their price* every year.

They SAVE every month DOUBLE the amount of your monthly payment on them

Would you care to know *more* about MONEYWEIGHT Scales? If so, mail us the coupon. An inquiry places you under no obligation whatever.

COUPON

NAME.....

TOWN.....

STATE..... NO. OF CLERKS.....

BUSINESS.....

DATE.....

Moneyweight Scale Co., 47 State St., Chicago.
I would be glad to know more about the advantages of Moneyweight Scales in my store.

The Computing Scale Company
MANUFACTURERS
DAYTON, OHIO.

MONEYWEIGHT SCALE COMPANY

47 State Street, CHICAGO

McNeil & Higgins Co.

Manufacturing
Wholesale Grocers

CHICAGO, ILL.

Proprietors of the

"NONE SUCH" "GLENORA"
"BLOSSOM" and "PAWNEE"
BRANDS OF PURE FOOD PRODUCTS
AND THE FAMOUS "1872" CIGAR

Publishers of the "GROCER'S GUIDE," a complete, up-to-date price list of all staple and fancy groceries. Sent FREE to responsible retail merchants on request.

IMPORTERS OF TEAS and COFFEES

A Come-Again Trade

is what you want. Not only do you want your customers to "come again" but also to go away satisfied. This is possible only when you sell them

STURGES
MILK CANS

made in an **Independent Factory** and sold at **Anti-Trust** prices. For full information about our line of milk cans and descriptions of the **Improved Round Handles,** Seamless Necks, Seamless Sanitary covers, etc., send for catalog No. 5.

Forty Years
Making
MILK CANS

We are also extensive manufacturers of Wrought Steel Spiders and Griddles, Ice Cream Packing Cans, Dairy Tinware, etc. Write us

Sturges & Burn Mfg. Co., Harrison & Green Sts.
CHICAGO, ILLINOIS.

A Good Calculating Machine

gives better satisfaction and saves more money than almost any other modern invention. Saves overtime and headaches, too. The best is not necessarily the most expensive, neither is it a toy.

The Hartford Fire Insurance Co., which uses six Comptometers, writes:

"Most of our work requires results only, and for this purpose we find no other machine as reliable and rapid as the Comptometer. We use in our banking department a $375.00 adding and listing machine We make use of this only where a list is required."

The Western Electric Co., New York, writes:

"We have over twenty Comptometers in use in our different houses. We have experimented with most all the adding and multiplying machines on the market, and have come to the conclusion that for all-around work the Comptometer is the best." (Have since purchased 32 more.)

Meyer Bros. Drug Co., St. Louis, Mo., writes:

"We use the Comptometer exclusively in our billing department; while we have other adding machines in different departments, ninety per cent. of our additions are made on the Comptometer A great time saver, executing work accurately and promptly."

Sent express prepaid on 30 days' trial to responsible parties.

Felt & Tarrant Mfg. Co., 55 N. Market Street, Chicago

OLDEST IN THE WORLD

Western Department

Sun Insurance Office of London

H. N. KELSEY, MANAGER — P. T. KELSEY, ASST. MANAGER

171 LA SALLE STREET CHICAGO

FOUNDED 1710

THE OLDEST FIRE INSURANCE COMPANY IN THE WORLD.

195 YEARS OF ACTUAL BUSINESS EXISTENCE.

AGENTS WANTED

THE ENTIRE FORTUNE OF EACH INDIVIDUAL SHAREHOLDER OF THIS COMPANY HAS ALWAYS BEEN AND IS STILL DIRECTLY LIABLE FOR ALL DEBTS OF EVERY NATURE OF THE OFFICE.

Every Department of Every Business

NEEDS A

Baker-Vawter Loose Leaf System

For the PURCHASING DEPARTMENT, they furnish an absolute check, and instant reference to goods ordered, enroute, and received.

For the STORE ROOM, they maintain a perpetual inventory of all raw material on hand at any time and of the finished product ready for shipment.

For the MANUFACTURING DEPARTMENT, they provide special Factory Order Systems, Cost, Material and Labor Records, Time and Pay Roll Records, giving an accurate account of all material, labor, and expense and showing the actual cost of each article produced.

For the SALES DEPARTMENT, they show the weeekly cost of sales by departments, by salesmen, and by territories. They provide Order Systems which eliminate journalizing sales and do away with unnecessary posting.

Baker-Vawter Loose Leaf Systems Result in Economy

but not at the expense of detailed information as to the condition of each department or branch of your business.

Baker-Vawter Loose Leaf Systems are not stereotypes but they conform to each individual accounting system. Our experience with every phase of accounting enables us to adapt our system to any business.

Send for our booklet "The Outcome of Unintelligent Competition."

Baker-Vawter Company

Public Accountants and Auditors. Devisers of Business Systems

Tribune Building, Chicago — *350 Broadway, New York*

A BUSINESS PROPOSITION

¶ A progressive merchant should be even more exacting about the quality of the business letter which goes out over his signature than he is about the neat and tidy appearance of his salespeople, who come into personal contact with his customers.
¶ A Letter Head printed on our

BROTHER JONATHAN BOND
(WITH ENVELOPES TO MATCH)

carries with it that character which creates a favorable impression, and establishes a good will which is a positive asset.
¶ Ask your printers to show you samples.

J. W. BUTLER PAPER COMPANY
CHICAGO

CHICAGO

E. J. Cady & Co.

No. 19 E. Lake St., Chicago

Papers and Boards

We Solicit Inquiries

OUR LINES (In Stock at Chicago):

Cambridge Bible Papers. The lightest catalogue paper on the market. Several of the largest mail order houses are using this paper.
Sheridan Book Papers. A dependable, high class line of Half Tone Book Papers. All regular sizes in stock.
Chester Mills Book Papers. A first class western book paper. (All regular sizes on hand.)
White City Enamelled Book. A superior coated paper for high class work.
Poster and Print Papers. Rolls and sheets. Particular attention to newspaper contracts.
Ogden Bond Papers. (Watermarked.) Made in white and colors. A real bond paper made of rags, not of wood pulp. (Named after Chicago's first mayor.)
Drexel Bond Papers. (Watermarked.) White and colors. A high grade of first class bond papers—pure rag stock.
La Salle Bond. (Watermarked.) A cheap bond paper in white and colors.—Not made of wood pulp.
Berwyn Mills "Superfine" Flat Writing Papers. A high grade of flat writing paper made of rags. Will not deteriorate with age.
Prairie Mills "Extra Fine" Writing Paper. A good commercial writing paper not made of wood pulp.
Carnation Writing Paper. A "fine" flat writing paper for ordinary printing.
Cadillac Writing Papers. A cheap, unwatermarked flat writing paper for commercial work.
Inquiries Solicited. Our manufacturing Department also solicits inquiries for any kind of paper used either for publishing or printing in large quantities.

E. J. CADY & COMPANY (*Incorporated*)

19 East Lake Street — *CHICAGO, ILL.*

Bradner Smith & Co.

Paper Makers

PAPER MAKERS

1852 Importers Jobbers 1905

184-186 Monroe Street
Chicago-Tel. Main **2060**

Following is a partial list of our new lines for Printers, Lithographers and Stationers:

Central Market Linen
Paul Jones Bond
Columbus Hand Made Deckle Edge Linen
Livonia Bond
Jackson Ledger
Rockton Bond
Caslon Antique Laid Book
Linenette Cover Linen Cloth Finish
Bonanza Flats
Belfast Bristol Crash Finish
Bankers' Board
Sphinx Bond Cabinets
Leader S. & S. C. Book
Scratch Board
Jamestown Linen
Kid Finish Paper
Majestic Bond
Tri-Color Plated
Regent Egg Shell Book
Rival Flats
Manifest Writing Manila White, Yellow and Parchment
Fairfield Bristol Crash Finish
Corduroy Rope Bristol
Mail Order Catalogue Book
Lion Bristol
Sun Proof Poster

Samples and prices upon request

Bradner Smith & Co.

Paper of Every Description, Cardboard, Envelopes, Twines, Etc.

184-186 Monroe St. - Chicago, Ill.

Bermingham & Seaman Company

Dealers in all Kinds of

PAPER

Direct agents for the leading Paper Manufacturers of the U. S. Carload orders and time contracts only solicited

Warehouse: 1241 South State St.
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CHICAGO

"Papers of Quality"

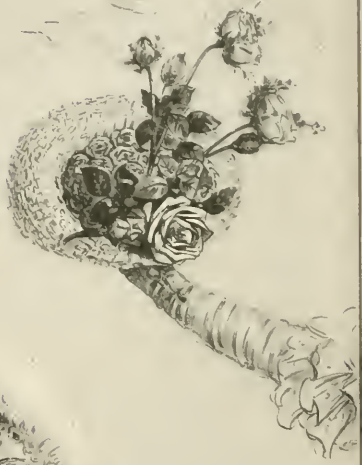
Fine Printing and Writing Papers

The PM Co QUALITY

Papers for Printers and Advertisers

THE PAPER MILLS' COMPANY

319-327 Fifth Avenue *CHICAGO*



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GB & CO.
OUR MARK
REG. U.S. PAT. OFF.

Gage
BROTHERS & CO.

PRODUCERS
OF CORRECT
MILLINERY

CHICAGO NEW YORK

The KEITH Trimmed Hats are Best

THE GREAT TEN FOR $35.00—SENT ANYWHERE

EDSON KEITH & CO., 132-133-134 Michigan Ave., Chicago

Fisk Tailored Hats

16569—Black Only, $2.00

Our Spring Styles show a variety of exclusive designs in smart tailored effects. All the season's fancies in proper shapes and clever colorings, from $2.00 to $9.00 each.

12060—All Colors, $2.50

Send open orders for samples.

Mail orders given immediate and careful attention.

D. B. Fisk & Co.
CHICAGO

NOW IS THE TIME

$50.00 or $100.00

Buys a Complete Stock of Ready-to-sell Millinery

Every hat trimmed and ready to be put right on the head

Dry goods merchants; general store dealers! Start in the Millinery business with one of our $50.00 or $100.00 Famous Ready Trimmed Stocks of Millinery.

THE WIDE-A-WAKE DEALER MAKES 100 PER CENT PROFIT

If you want large profits and quick returns, start in business now. The spring season is the best time. Two-thirds of the year's millinery business is done from April 1st to June 15th. As an investment, a carefully selected line of Millinery goods brings quicker and more satisfactory returns by far than any other class of merchandise. We have made it an easy matter, and saved time and money for thousands of satisfied customers who have started in business and won success with our complete stocks. **Why not you?**

With one of our quick-selling, complete ready-to-sell stocks the services of a trimmer are entirely unnecessary. **SEND FOR A STOCK AT ONCE OR WRITE TO-DAY FOR ITEMIZED LIST.** Have the space in your store all ready. Place one of your lady clerks in charge. The superb assortment of styles and values we give you will do the rest. Ready for shipment the moment your order reaches us.

MERCHANTS HANDLING MILLINERY will find that they **save time and money** by ordering either one of these superb assortments of hats.

Assortment No. RS 1907	Assortment No. RS 1906
Price, $50	**Price, $100**
Order by Number	Order by Number

Every hat in these assortments is selected with the utmost care. Style, value and selling merit are the first considerations. Nothing but the newest and most desirable pattern hats, trimmed dress hats, handsomely trimmed ready-to-wear hats, trimmed sailors, caps, etc., go to make them up; in fact, we furnish a thoroughly complete stock, the largest assortment of goods, and the best selling styles that **would cost you twice as much** if obtained elsewhere.

We prepay express charges on any of our complete stocks where all, or 10 per cent of the cost accompanies order, balance C. O. D., subject to examination.

WE DO THE LARGEST MILLINERY BUSINESS IN THE WORLD

Chicago Mercantile Company

106-108-110-112 Wabash Ave., Chicago

THE GREAT MAIL ORDER HOUSE **ORIGINATORS OF CUT PRICES**

Ascher Tailored Hats

Three Special Designs at $4.00 Each

If Interested in Millinery write for our Book C 128

Correct Millinery and Distinctive Styles

THEO ASCHER COMPANY, CHICAGO

Four Art Pictures Free

If you are a milliner we will send you on request, without charge and postage paid, 4 beautifully mounted, artistic etchings, illustrating popular Parisian styles for this Spring season. These pictures will prove an artistic acquisition to your millinery parlors.

Address Department "D"

SPIEGEL BROTHERS.

Importers and Manufacturers
Flowers, Feathers and Millinery Novelties
122-124 Wabash Ave.
CHICAGO

Write for Our

Free Illustrated Catalogue

...OF..

Carpets
Rugs
Linoleums
Curtains

172 Illustrations in Natural Colors
250 Half-Tone Reproductions

O.W. Richardson & Co.

WHOLESALE
CARPETS, CURTAINS, MATTINGS
RUGS, LINOLEUMS, SHADES

Cor. Wabash Ave. and Congress St., CHICAGO
Opposite the Auditorium

THE HOUSE OF

A. C. McCLURG & CO.

HAS FOR OVER THIRTY YEARS BEEN IDENTIFIED WITH THE HIGHEST STANDARDS IN MODERN BUSINESS. THE McCLURG TRADE-MARK AND IMPRINT IS ACCEPTED AS A GUARANTEE OF QUALITY, DISTINCTION, AND INTEGRITY

Almost the entire space of our nine-story building (besides a large warehouse) is devoted to the requirements of our wholesale trade

We Carry IN STOCK at All Times:

1. The most extensive and varied assortment in this country of the books of all publishers.
2. Nearly every item of stationery that is necessary in modern business and social life.
3. (In season) The greatest variety and the largest stock of attractive fancy goods of both foreign and domestic make.

Our own publications are attracting wide attention from booksellers, both for their attractiveness in make-up and their selling qualities.

We are thoroughly equipped in every way to render the most satisfactory and rapid service in the filling of mail orders.

It is important to the bookseller and stationer unacquainted with us to know all this, and also to know that the governing principle of our business has always been to consider the interests of the retail dealer.

215-221 Wabash Ave., Chicago

To Established Jewelers

¶ The B. A. & Co. 850-page 1906 Catalogue is capital to the Jeweler—it places before him, in an attractive and convenient way, our immense stock of everything that a Jeweler sells. Our system enables us to fill Catalogue orders promptly and accurately.

¶ We invite established Jewelers to visit our jobbing house. Come to Chicago—at our store will be found much to interest the wide-awake merchant on the lookout for new ideas and reliable, quick-selling goods.

BENJ. ALLEN & CO.
WHOLESALE JEWELERS
131-137 Wabash Ave., CHICAGO

Otto Young & Co.

Importers and Jobbers

Watches, Diamonds
Jewelry, Optical Goods
Tools and Material
Plated Ware

Wholesale Only

Heyworth Building
Wabash Ave. and Madison St.

Chicago

Watches
Diamonds
Jewelry
Clocks
Silverware
Cut Glass

Illustrated Price List to The Trade
Opening Stocks a Specialty

Write for Terms

M. S. FLEISHMAN CO.

WHOLESALERS IMPORTERS
MANUFACTURERS

Masonic Temple,
(Second Floor)

Chicago

Importers and Cutters of Diamonds

Headquarters for American Watches and Jewelry

WESTERN AGENTS FOR
PAIRPOINT SILVER-PLATED WARE
and MOUNT WASHINGTON
CUT GLASS

STEIN & ELLBOGEN COMPANY

Columbus Memorial Building

Gage-Downs Co.

264 to 270
Fifth Avenue

Makers
of

G-D Justrite Corset

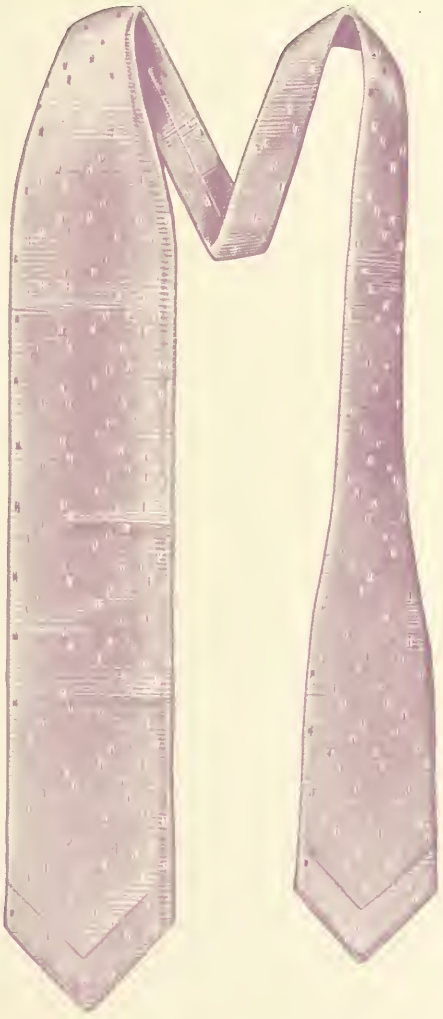
The merit of this well known make is recognized by thousands of women, who are wearing them, as well as dealers who are carrying them in stock. Merchants are invited to call at our office or request samples for comparison.

SIROCCO SILK

COLORINGS

RESEDA
HELIO
ALICE
GREY
PEARL

NOW ON SALE



COLORINGS

NAVY
CARDINAL
ROYAL
WHITE
BLACK

NOW ON SALE

CUTTER AND CROSSETTE

MAKERS

CHICAGO

NEGLIGÉ COATS

ARE THE THING

FALL LINE
NOW READY

FALL LINE
NOW READY

CUTTER AND CROSSETTE

MAKERS

CHICAGO

JOHN V. FARWELL COMPANY

Sole Distributors of

Albert Underwear

ALBERT UNDERWEAR, for thirty years known to the trade as honest, dependable, first class merchandise, has never ceased to gain in popularity with those who handle and know its merits. Increased popularity means increased sales and a steadily widening power of distribution which has secured for us control of leading successful items in almost every variety of underwear manufacture.

Our Special Underwear salesmen are in the field with complete lines for your inspection. When they call *remember* that selling ALBERT UNDERWEAR to your trade means to win and hold a large patronage of satisfied customers.

John V. Farwell Company

Importers, Wholesale Dealers, Mill Agents

Blanket Department

Wool Blankets Cotton Blankets

We announce that we have bought the product for 1906 of a leading Woolen Blanket Mill and are offering the goods at the same prices as prevailed during 1905.

Our line of Cotton Blankets we are now showing for fall delivery is superior in finish, quality and design to any previous offering.

The only house in America buying the entire products of both Woolen and Cotton Blanket Mills

John V. Farwell Company

Importers, Wholesale Dealers, Mill Agents

Newly Re-Organized Men's Furnishing Goods Department

N grouping under our *Furnishing Goods Department* all kindred lines of merchandise, we believe we have acted for the interest and convenience of our customers, and have made a genuine improvement in our department organization; namely, a jobbing department where the trade can make comprehensive selections of

Men's Neckwear, Collars, Work and Fancy Shirts, Corduroy and Duck Clothing, Jumpers, Overalls, Mackintoshes and Cravenettes

The policy of aggressive improvement will be continuously maintained, and no effort will be spared in making this one of the strongest Men's Furnishing Goods Departments in the country. ¶ Your inspection when in market is cordially invited, and will be appreciated.

JOHN V. FARWELL COMPANY

Importers, Wholesale Dealers, Mill Agents

LACES AND EMBROIDERIES

OUR stock in these goods shows to the trade an immense variety of new designs recently selected by our buyers in Europe, embracing NET TOP LACES, ORIENTAL ALLOVERS, FRENCH AND ENGLISH VALENCIENNES LACES AND INSERTIONS; also CAMBRIC, NAINSOOK and SWISS EDGINGS in all widths. Notwithstanding the unusual heavy demand for LACES and EMBROIDERIES, dealers will find here the best values obtainable. Prices and samples on application.

LADIES' NECKWEAR

NEW STYLES and NEW GOODS constantly arriving from FOREIGN and DOMESTIC manufacturers enable us to present exceptionally attractive lines of TURNOVER COLLARS, STOCK COLLARS, NOVELTIES and RUCHINGS.

EVERY MERCHANT should inspect our offerings and become acquainted with the unequaled values to be found in our FOREIGN and DOMESTIC NOVELTIES and SPECIALTIES.

Buttons	Purses	Trimmings
Hand Bags	Braids	Trunks
Pocket Books	Back and Side Combs	Ladies' Belts
Hair Ornaments	Men's Belts	Silk Elastics
Children's Belts		Beltings

And all kinds of Fancy and Staple Smallwares

Send for our Illustrated Catalogue and Price List of Corsets

Ederheimer XTRAGOOD Stein & Co

MAKERS Ederheimer Stein & Co. CHICAGO

We are Ready

To show you the most representative gathering of Fall and Winter styles in Children's, Boys' and Young Men's Clothing we have ever offered. Besides superior workmanship, all the latest kinks of fashion are represented and many new features have been embodied here and there; foremost among them

The "Improved Viking"

¶ The "Improved Viking" is protected by a patent, therefore will be the only one of its kind in the market. Best in every way —for wear; for making customers and for keeping them.

¶ The advertising we furnish you free of cost is bound to bring big results — **it's the best.**

Cut out this coupon and mail it to us today

BECKER, MAYER & CO.,
208-18 Van Buren St., Chicago, Ill.

C. T. G. M

Please send your "proposition" without cost to us.

Name_____

Address_____

BECKER, Best MAYER Made & COMPANY, Children's CHICAGO Clothing

Just as a glass will concentrate the heat of the sun to a given spot, so do our methods concentrate all that is worth while in a suit of clothes.

Style—Beauty—Workmanship—Value—Fit—they're all there, focused to the point of superiority and perfection.

Back of our hold upon public confidence are exclusive methods of cutting, molding, shaping, putting together and trimming garments—one at a time and that for a particular individual—under superior working conditions made possible by superbly lighted, sanitary and larger workshops than those of any other plant in the world.

Ed. V. Price & Co., *Merchant Tailors*, Chicago

We invite correspondence with responsible merchants or reliable young men ambitious to establish themselves, in cities or towns where we are not represented. The art of taking measures correctly taught quickly by our method.

JOBBERS OF HARDWARE

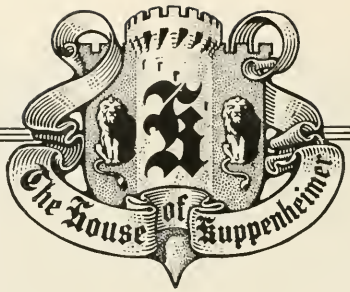
HIBBARD, SPENCER, BARTLETT & CO.
STATE STREET BRIDGE
CHICAGO

THROUGH RECOGNIZED CHANNELS

HIBBARD, SPENCER, BARTLETT & CO.

STATE STREET BRIDGE

CHICAGO



AT THE PRESENT TIME there are thousands of merchants who handle clothes made by The House of Kuppenheimer as their leading line. In almost every instance each one of these dealers is the leading clothier of his city. At any rate he's the best informed.

WE have succeeded in placing the Kuppenheimer line with these representative dealers because of the quality, style and worth of our garments; also because of the vast amount of newspaper and magazine advertising which we do.

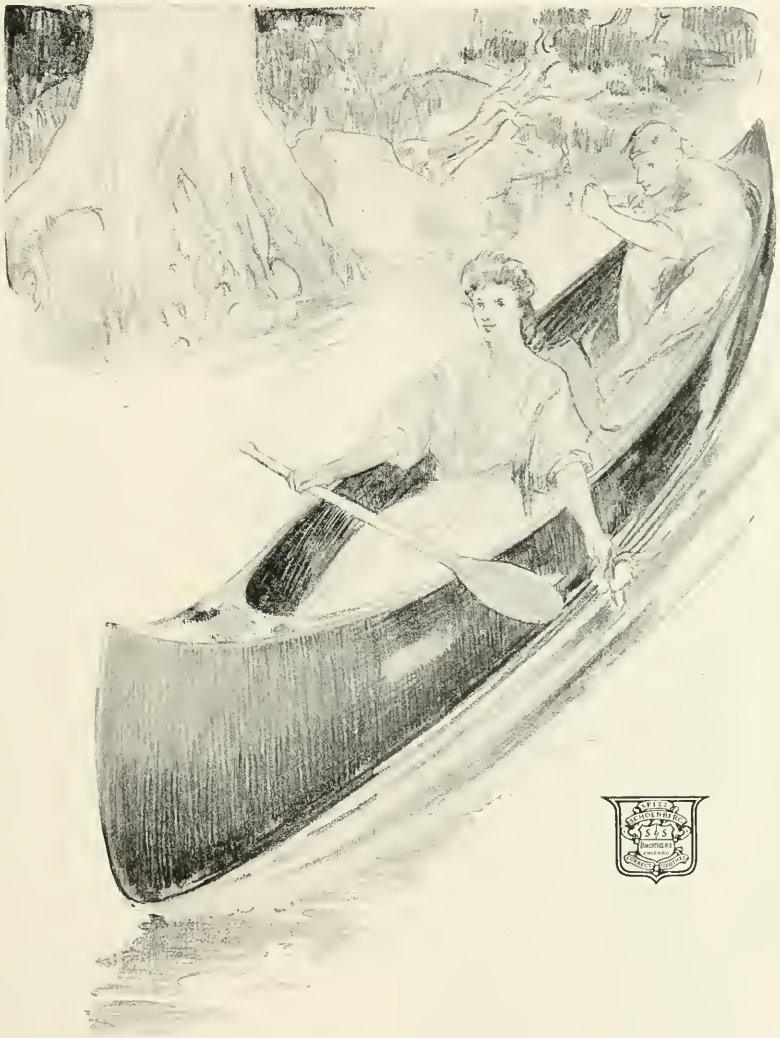
OUR selection of newspapers and magazines of national circulation is such that Kuppenheimer Clothes are advertised in practically every city, town and hamlet in the entire country; consequently every one of our customers—in addition to the large amount of advertising matter sent direct to him free of charge—is receiving our co-operation in the most effective manner possible.

OUR advertising being so comprehensive, means that we are reaching a few towns in which we are not properly represented, and as a result we are not receiving its full benefit. In these few towns there is an exceptional opportunity for some progressive clothier to increase his sales and profits with comparatively little effort.

We should like to hear from you in regard to this matter, and will lay our plans in detail before you.

B. KUPPENHEIMER & COMPANY

CHICAGO NEW YORK BOSTON



Spitz-Schoenberg

Correct Clothes for Young Men and Boys

CHICAGO

Right Now

Mr. Buyer, is the time to go over your Cravenette stock, and complete the same with new, seasonable merchandise. We have made Cravenettes a special feature for this season, have adopted the handsomest, most becoming models in existence, and as a result, place at your disposal what we pronounce to be the largest Cravenette line in the Cloak West.

As an illustration of our strong line, we show you three of our popular sellers.

Descriptions:

No. 253X. Colors: Castor, Oxford and Olive; made of good, substantial, rainproof material; trimmed around neck with broad straps of same material. Price, **$7.00.**

No. 264X. Novelty Rain-Coat; made in a gray plaid; inlaid shawl velvet collar. Back and front yoke effect, trimmed with braid; box and side plaits from yoke down. Price, **$8.50.**

No. 257X. Swell Rain Coat in tan and Oxford Panama rain-proof material; back box-plaited with numerous plaits; neck collarless; trimmed with braid and self-covered buttons. Price, **$10.00.**

Get in line with the rest, and obtain your share of the Cravenette business. **See us when in the market,** or write for samples.

Terms: 2, 10, 30 extra.

The House of Leaders

Henry Gattman & Company

Cloaks, Suits, Skirts

197 and 199 E. Adams St., Chicago

In the heart of the wholesale district.

OUR GOLD BOND PLAN

WILL HELP YOU COMBAT THE MAIL-ORDER HOUSES

THE largest mail-order houses of the United States have adopted premiums to increase their business. One of the largest mail-order houses of Chicago, in fact the largest in the United States, has increased its business forty per cent by the liberal use of premiums.

Every live, up-to-date merchant will appreciate the fact that our gold bond catalogue is the greatest weapon that we have ever placed in the hands of the merchants to combat the mail-order business.

If you will send out our gold bond catalogues among the farmers and others in your city, you will not only hold the trade you now have, but you will get thousands of dollars worth of business that is now going to the mail-order houses.

We can prove this to you by the two thousand or more merchants that are now using our system.

These gold bond catalogues we send you free for the asking.

We are the largest distributors of specialties and premium goods in the United States.

We are located in the heart of the wholesale district of Chicago, the great central market, at 260-262 Fifth Ave.

We represent forty-three of the largest manufacturers in the United States.

We have the greatest line of imported china to retail at ten cents you ever saw.

We can bring thousands of people to your store with the least possible cost or outlay.

OUR NEW HOME—260-262 Fifth Ave.
Come and see us when in Chicago

If you cannot come to see us, write to us at once, and we will mail you at once our premium bond catalogue free, and give you the entire system of how to combat the mail-order business, and how to get the farmers to your store; how to bring thousands of customers to your store through our ten cent sale system and premium sales plan. One of the leading department stores in the City of Chicago, having adopted the premium sale plan weekly, has made a phenomenal success of it.

We furnish you our gold bond catalogue absolutely free for the asking.

Write to us at once.

If you cannot come to see us at once we will mail you full particulars. We will place our plans with only one merchant in a city, so write to us at once.

If you expect to be in Chicago, call and see our close-outs of import samples. We have fifty thousand of these import samples to close out at fifty cents on the dollar, as we have no room to carry them

Come and see us.

If that is impossible, write to us for our gold bond catalogue how to increase your business and how to keep the business from going to the mail-order houses.

We will give you full particulars for a 2c stamp, no other charge.

You are under no obligation whatever unless the proposition appeals to you.

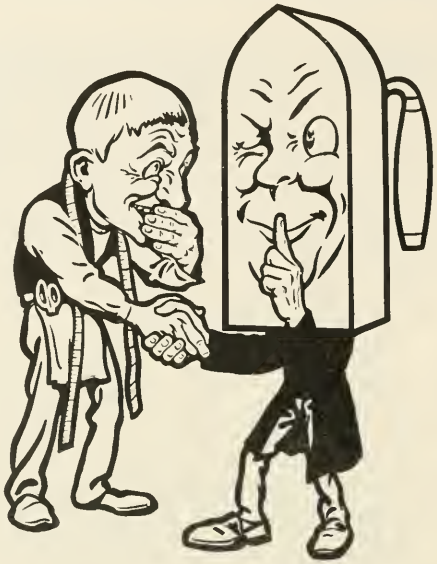
Write to us at once. Do it now.

KAWIN & CO.

260-262 Fifth Ave.
CHICAGO, ILL.
The Great Central Market

MANUFACTURERS AND IMPORTERS OF PREMIUM GOODS AND PREMIUM SALES SPECIALS

NOTE—To facilitate matters, mention Chicago, The Great Central Market, April, 1906, when writing to us



Old "Dr. Goose" is a Great Friend of the Tailor

THE Flat-iron is the "dope" of the clothing business.

With the hot pressing Iron a slack section of cloth can be *SHRUNKEN* in a minute, to any desired degree.

Or a tight section may be *stretched* to any given degree in the same manner, at a trifling cost as compared to the sincere hand-needle-work required to produce a similar result in a *permanent* manner.

* * *

Now practically 80 per cent. of all clothes are *faked* into shape in the making, by Old Dr. Goose, the hot Flat-Iron.

And, any garment that owes its shape to the *Flat-iron* will need the *constant* use of that same Flat-iron to *keep it* in shape.

That's a big thing to remember, Mr. Dealer.

We are telling you about this vital point of Style-insurance, and Economy in Shape-retention, because *we* are makers of the "Sincerity-Clothes."

And every "Sincerity" Garment is faithfully shaped to a finish *by the needle* instead of the faky Flat-iron.

* * *

Every defect in workmanship of Sincerity Clothes is investigated and, when found, is permanently corrected by Sincere *hand needle work*, instead of by the quick, easy and tricky Flat-Iron.

That's practical Shape-insurance —isn't it!

And, a Coat so made, inspected, and so revised, (if necessary) will hang well, look square shouldered without excessive padding, and *keep* its shape with one-third the "Pressing" that a Coat *faked into* shape by the Flat-iron would need.

* * *

Now, Mr. Dealer! These are mighty good talking points. You all *want* to be *sincere* and *honest* in your dealings. But you need the goods to back up your claims. We couldn't talk this way unless we were able to "deliver the goods." So, if *you* are anxious to do the square thing, we are willing to help you, and point the way.

The first step is to offer clothes bearing this label:

"Sincerity Clothes"

MADE AND GUARANTEED BY

KUH, NATHAN & FISCHER CO.

CHICAGO

BRANCH SALESROOMS

PORTLAND, ORE. ST. LOUIS NEW YORK PORTLAND, ME.

KOHN BROTHERS

CHICAGO

There are *only two* lines of extremely fine clothing made bearing the Union Label.

There is *only one* line of clothing made bearing the Union Label, *extensively advertised.* *Kohn Brothers is that one.*

Samples submitted upon request.

Illustrated Catalogues and Booklets of distinctive quality designed and executed from cover to cover under one management

At the Lakeside Press—R. R. Donnelley & Sons Co.—all the operations of book production, whether of a small pamphlet or a handsome edition in cloth or leather, are under one roof and direction.

The facilities and organization of the most complete printing plant in the world are at your service, and we shall be pleased to furnish you such assistance—editorial, artistic, or mechanical—as lies in our power. Estimates will be submitted on request.

We send out booklets from time to time that will be helpful to those who want effective printing and engraving. On receipt of a request from your advertising manager we will add your name to our mailing list.

The Lakeside Press

R. R. Donnelley & Sons Co.

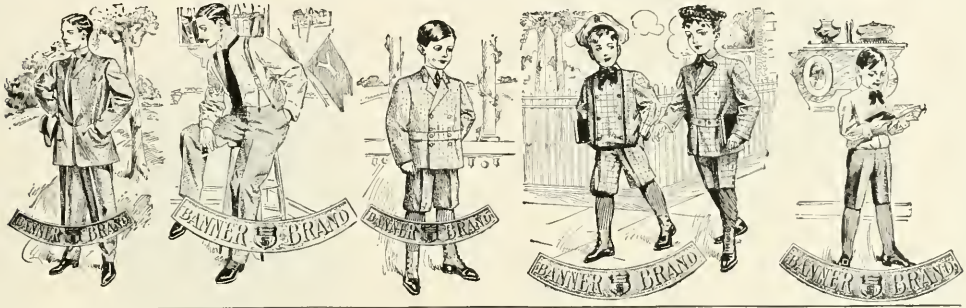
Printers, Binders, Designers, Engravers

Plymouth Place, near Polk Street CHICAGO

We print this magazine.

BANNER BRAND

STROUSS EISENDRATH & CO.



Ladies' Lines

Ladies' Summer Waists....$4.50 to $60.00
Ladies' Wash Waists.....$4.50 to $36.00
Ladies' White Waists.....$4.50 to $60.00
Ladies' Silk Dress Waists..$1.75 to $7.50
Ladies' Shirt Waist Suits..$6.00 to $108.00
Ladies' Wrappers.....$6.00 to $36.00
Ladies' Kimonas.....$3.00 to $36.00
Ladies' Dressing Sacques..$4.50 to $36.00
Ladies' Walking Skirts.....$1.00 to $10.00
Ladies' Dress Skirts.....$1.00 to $15.00
Ladies' Washable Skirts..$4.50 up per doz
Ladies' Petticoats.....$4.50 to $36.00

SEND FOR CATALOGUE

Every Garment Means

an easy seller and good profit earner when it bears the Banner Brand Label. From the selection of material to the finishing touches, we bend every effort to the one idea of producing a garment that will sell, pay a profit and give the wearer satisfaction.

Clothing Lines

Boys' Two-Piece D. B. Suits $1.00 to $4.50
Novelty, Buster and Knickerbocker Suits.....$1.25 to $5.00
Boys' Three-Piece Knee Suits, $2.00 to $7.50
Boys' Belt and Norfolk Suits, $1.25 to $5.00
Eton Double Breasted Blouses.....$1.00 to $5.00
Young Men's Suits.....$2.25 to $15.00
Knee Pants.....$2.25 to $15.00
Boys' and Men's Pants.....$6.00 to $60.00
Washable Suits and Knee Pants.....$1.50 doz. up
Boys' Laundered and Unlaundered Waists.....$1.25 to $12.00
Boys' Ruffled Sailor and Russian Blouse Waists.....$2.25 to $15.00

Strouss, Eisendrath & Co.

The House With the Record

Jackson Blvd. and Franklin St. Chicago, Illinois

MANUFACTURERS OF
UNIFORMS
JAMES H. HIRSCH & Co.
212-214 MARKET ST.
CHICAGO

C. D. Osborn Co.

Glove Makers
To Retail Trade
Only

Chicago
116-124 Market Street

Duck
Brand
CORDUROYS

The Success

We had last year with Corduroy Clothing has led us to increase the line considerably for this year.

We are showing a large assortment of Suits from

$4.50 to $10.00

and no advance in prices owing to early purchases.

Good wearing corduroys in each of them; the best of linings and workmanship; some are tailor-made, some have the Russian style vests, plain and fancy cords, and each suit a ready seller at the price.

CORDUROY PANTS, for immediate delivery, $13.50 to $24.00 the Doz.

Samples of our fall line of duck and sheepskin coats now being shown.

Write for samples or salesman and see the line before placing your orders.

THE DUCK BRAND CO.

Everything *in* Wet Weather Goods *from* Head to Foot

319-327
Franklin Street
Chicago

WHEN YOU WANT

BOYS' AND CHILDREN'S CLOTHING

THAT ADVERTISE YOUR BUSINESS THROUGH
THE BEST OF MEDIUMS,
A SATISFIED CUSTOMER,
Call on us when in this market or write for samples of our

Wearbetter
TRADE MARK

YOUTHS' and LITTLE CHILDREN'S CLOTHING.

They have the shape, the make and the material
TO SATISFY THE CONSUMER.
NOTHING CHEAP BUT THE PRICE.
ONE TRIAL MEANS AN EVERLASTING CUSTOMER.

DAVID M. PFAELZER & CO.

(Established 1887)

FRANKLIN AND VAN BUREN STREETS, CHICAGO

Hood Rubbers

HOOD'S

—Unsurpassed for Style, Fit and Quality

The Duck Brand Co., Chicago

Unsurpassed for Service to the Trade

Correspondence Solicited

L. LOEWENSTEIN & SONS

MODERN CLOTHES MAKERS

Market and Quincy Streets - - - - Chicago, Ill.

Illinois Brick Company

Chamber of Commerce Building, Chicago

MANUFACURERS OF COMMON BRICK

Yards on all Chicago Railroads

GEO. C. PRUSSING . . . . President
ADAM J. WECKLER . Vice-President
C. D. B. HOWELL . . . . Treasurer
WM. SCHLAKE, ... Secretary
C. B. VER NOOY . . . . . Auditor

Annual Capacity
750,000,000

WM. M. LEGNARD . Superintendent

JOHN H. GRAY, Sales Agent
138 Washington Street

CAHN-BLOCK COMPANY

MAKERS OF

MEN'S CLOTHING

240-246 JACKSON BOULEVARD

CHICAGO

Oxfords and Slippers

Nothing Else.

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"Proper Clothes for Men"

Fall 1906

Rosenwald & Weil announce that for the fall season of 1906 they will manufacture for a discriminating retail trade a line of

Men's Three-Garment Suits

for business wear, also Prince Albert, cutaway, evening dress and Tuxedo garments, together with a full complement of Autumn and Winter weight overcoats.

It will be the endeavor of Rosenwald & Weil to create a three-garment product worthy of bearing the label which retailers and consumers alike have recognized for the past twenty years as a stamp of clothes quality and clothes individuality.

"Proper Clothes for men"—Fall 1906, will be on display in ample season for the earliest of buyers; Chicago, New York, Boston, St. Paul, St. Louis.

TRADE MARK

¶ Good clothes are like United States Bonds; they can be turned into cash whenever desired. Therefore, don't take chances with the inferior kind—you can get the best by paying just a trifle more.

¶ When you're in the market, call on us—and we'll show you wherein our clothes excel. If you can't come—mail a postal—and we'll send a salesman or an assortment of samples. Which shall it be?

Weil, Pflaum & Co.

Fine Clothes Makers for Young Men, Boys and Children

Market and Van Buren Streets

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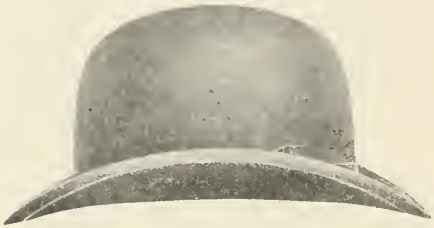
Tiger Champion Bulls Eye



These superior goods and famous brands will add Strength and Elegance to your hat department

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TO THE TRADE:

As we are the **Largest Direct Importers** of these goods in the country — carrying **large stocks** in our San Francisco warehouses for direct shipment, and in Chicago for quick delivery—we naturally have exceptional facilities for supplying your wants.

For over twenty-five years we have been importing mattings and our system is such that we handle these goods with the same business method used in our various lines of domestic manufacture.

Conditions, especially in Japan, have been most unfavorable, so that many importers and jobbers have been unable to secure enough mattings to properly fill their orders.

Our standard brands are uniformly the same, year after year, and orders placed with us can be relied on, absolutely. Notwithstanding the shortage in Japanese mattings, we have filled our orders completely, and are furthermore in a position to supply you with certain grades for immediate delivery from our surplus stock. Write us or inspect our lines at

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In style they are leaders. They are becoming to the wearer and most durable in quality. They are trade builders and help to increase the sale of other goods.

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March 28, 1906.

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Call on us when you come to Chicago. You'll get a hearty welcome and find so many profit-making lines that you will be glad you came. But whether you come or not, send at once for our Blue Book. It is free.

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We sell PIANOS everywhere, and carry nearly all the leading standard makes, and can give you a piano for

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Warehouses, Elevators, etc., in the vicinity of Chicago, are invited to communicate with the President and General Manager at Dearborn Station, Chicago, who will promptly furnish them with full information in regard to desirable locations, switching rates, car supply, etc.

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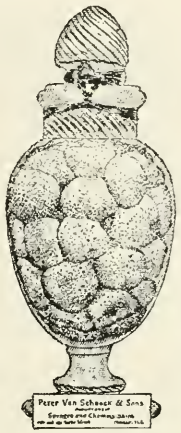

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4820 New Customers for Selz Shoes and Rubbers

During the year 1905

Making 22,000 Satisfied Selz Customers

You may judge from the above statement how Selz Shoes and Rubbers are gaining in public favor.

The explanation of it is in the quality of the goods; and the generous advertising helps to make the quality known.

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Your trade will grow by the same process as ours does—quality-reputation—as soon as you handle these goods.

We have 124 salesmen, who go anywhere for business; the largest shoe selling force in the world. Send for one of them; get a catalogue.

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Largest makers of good shoes in the world.

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The Wizard Shoe for men is one of the finest products of Chicago, the great central shoe market.

It embodies in superior degree the essentials: High quality, correct style, finest finish.

The Wizard Shoe answers in every particular the call for a well dressed man's shoe. It is a peerless example of the art of fine shoemaking.

MADE BY

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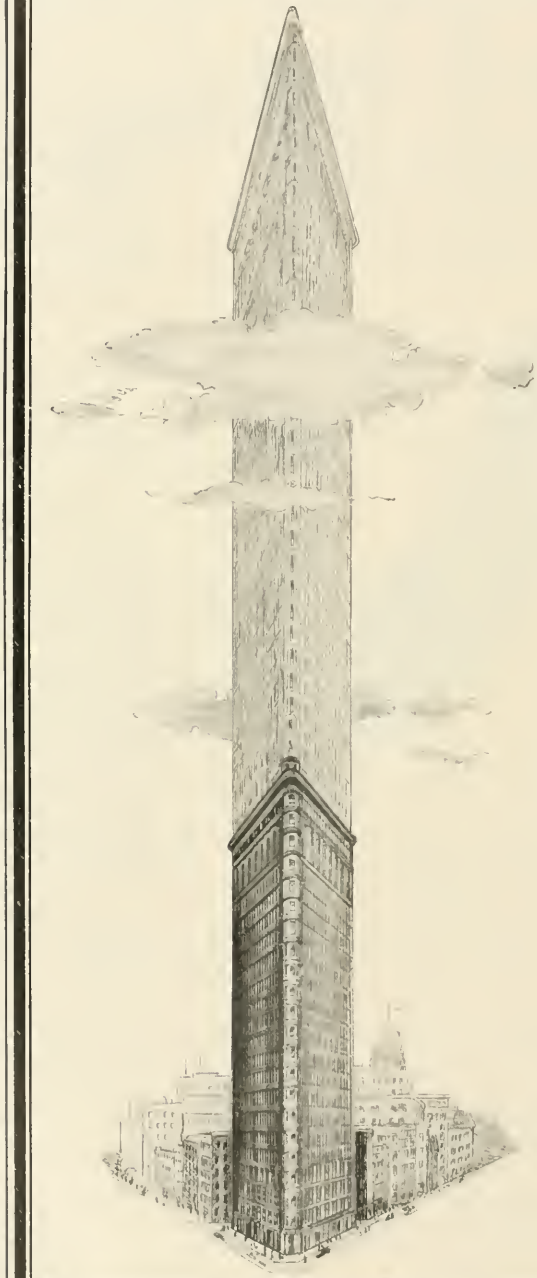

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Great Manufacturing Facilities

¶ The aggregate floor space of RICE & HUTCHINS' seven modern shoe factories, if built in a building the size of the New York Flatiron Building, would make it look like this.

¶ Think of what this great manufacturing and purchasing capacity means to you.

¶ It means cheaper and better shoes than can be bought elsewhere.

¶ The product of these immense factories carried in stock in Chicago, ready for shipment on receipt of orders.

¶ Send us your name for our complete illustrated catalogue.

The Continent Shoe Co.

229-231 E. Monroe St.
CHICAGO

DO NOT OVERLOOK THE FACT

That this city is the logical shoe market of YOUR section, and it is generally conceded that the Dovenmuehle shoes have largely contributed to bring about this result.

5726 "Aberdeen"—Patent Colt, ¾ Foxed Perforated Tip, Dull Matt Kid Top, Military Heel, G. W., Square Edge, Swell Last, Blucher. A to E, 2½ to 8, **$2.60.**

5712 "Mather"—Patent Colt Vamp and Heel Foxing, Matt Kid Top, G. W., Square Edge, Cuban Heel, Swell Last, Tip, Dull Buttons, Oxford, A to E, 2½ to 8, **$2.25.**

For a third of a century we have been selling good shoes. Year by year has our business grown and territory enlarged as the natural sequence.

We make and sell everything in shoes necessary to equip a first class shoe store.

Our goods show up right, possess character, individuality, style and enduring qualities—"just what the up-to-date dealer is looking for."

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1575 "King George" Patent Colt, Matt Calf Top, Perforated Tip, Drill Lined, G. W., 10 Square Edge, Reform Last, Bal., B to E, 5 to 11, **$2.60.**

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Have you received our new catalogue? "No?" Then drop us a card and get the best thing of its kind.

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The World's Most Famous Shoes

The "Kinder-Garten"

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Made in ***Chicago***
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Shoes which please the Little Folks and which delight their Mammas too —because they Wear, are Easy and Fit the infant foot.
No shoes were ever packed in such a wonderfully attractive way as are the

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They make the talk of the town in the new and beautiful Souvenir Cartons constructed in seven Mother Goose designs. Souvenir Post Cards and a Miniature Village help draw the crowds.

Write for Full Particulars

Smith-Wallace Shoe Co.

The Best of Everything in Shoes
CHICAGO

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and happy is the man who is contented with his lot—and the Shoe Dealer with the line of Shoes he handles

READ THESE AND APPLY THE MORAL TO YOURSELF

———, April 14, 1905.
Watson-Plummer Shoe Co.
Chicago, Ill.

Dear Sirs:—I positively will have to get back and handle your shoes. Have had more trouble the last year with poor shoes than all the balance of my merchandising. Have your salesman call on me at once.

Yours very truly,

———, Dec. 12, 1905.
Watson-Plummer Shoe Co.
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Gentlemen:—We bought a line of what we thought was a stronger line than yours. After trying some of them, found we had to take the stock off our shelves and return them and go back to the good old Red School House line, that we know are good.

Yours very truly,

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"The Sign of the Crown
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No. 7849

The limit of expansion to any business is measured by the confidence obtainable with the buying public. That confidence can only be secured by value in the goods.

"Crown Brand" Shoes have secured and held the confidence of the buying public for forty years. The "Crown Brand" therefore is an insurance of good value on any shoe on which it appears.

No. 1569

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The Great Specialty Shoe Magnet of Western Merchants

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Retails for $3.50

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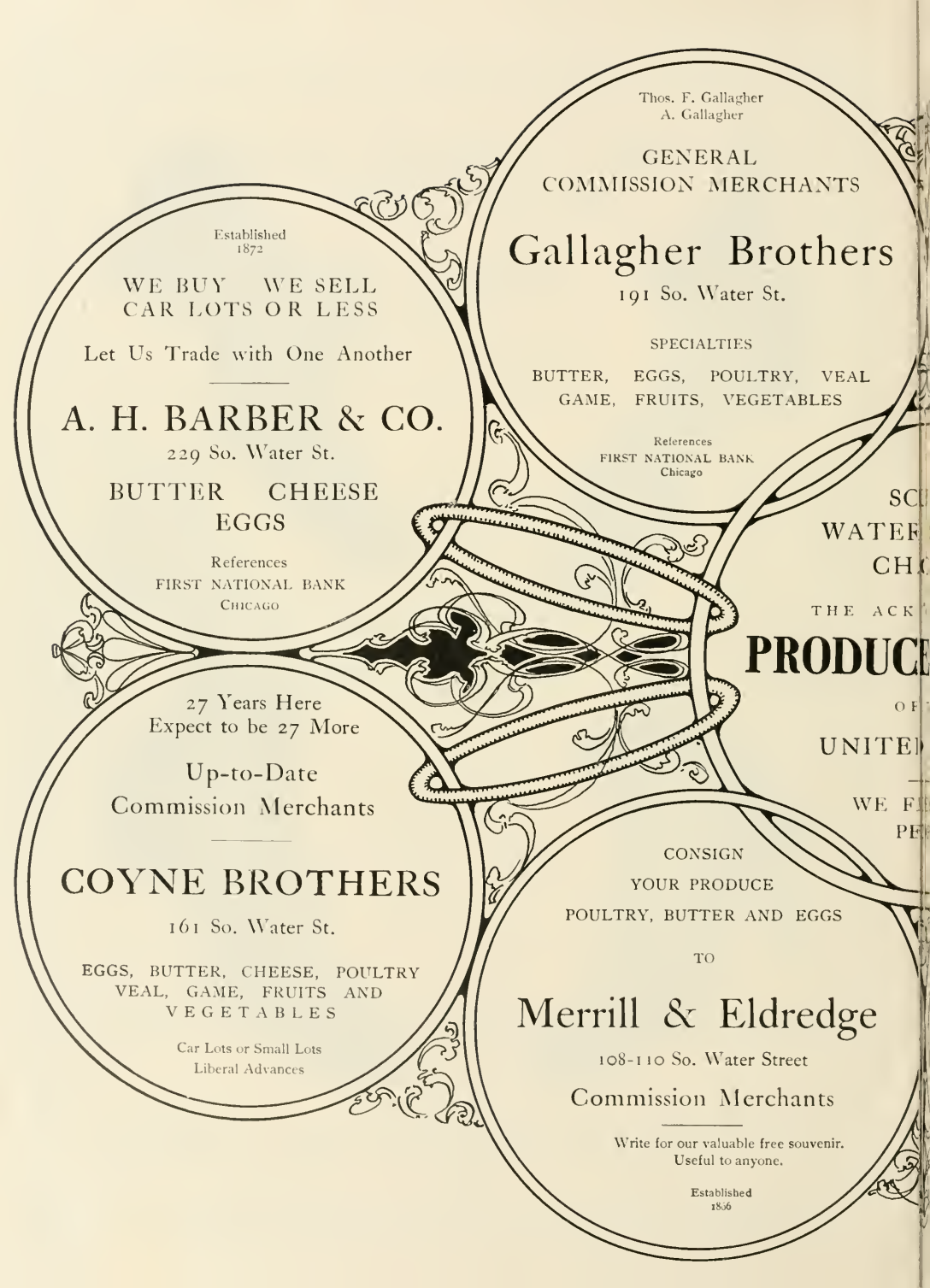

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Write for our valuable free souvenir.
Useful to anyone.

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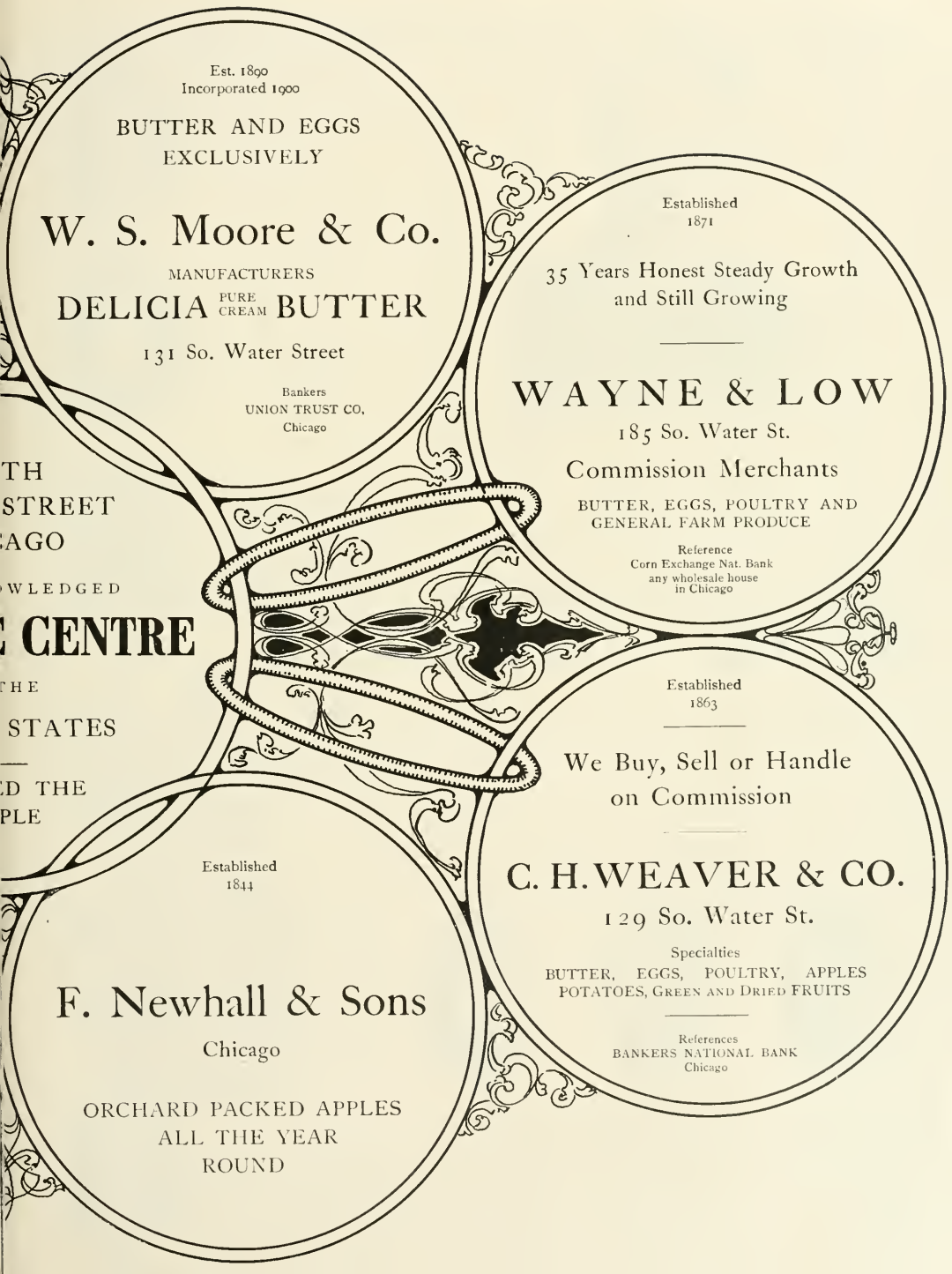

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35 Years Honest Steady Growth
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OF
THE SCIENCE OF SUCCESSFUL SALESMANSHIP
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We have no need to make claims for our Course, or multiply words by arguing in its defense.

The facts of experience silence the voice of theory.

Read—and then read again, these stirring messages from the field of action. From employer, on down to the humblest worker the results are the same —***Victory, Success.***

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Nets 20,000% dividend. Formerly Sales Agent at Binghampton, N. Y.

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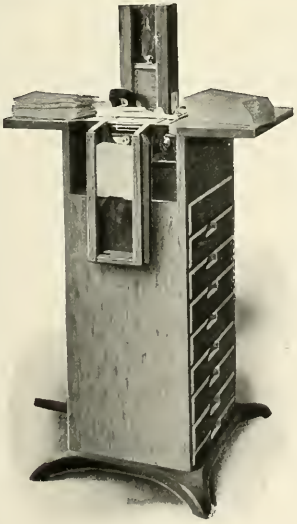

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